

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES: { NO. 10 SPRUCE STREET, NEW YORK.
 { NO. 138 FLEET STREET, E. C., LONDON.

VOL. VI.

NEW YORK, JUNE 8, 1892.

No. 23.

A Straight Tip.

If you hear a man say that he sent a true statement of his circulation to the American Newspaper Directory, and the Directory failed to rate his paper in accordance, bet him \$25 that what he says is not true. If you win, you keep the money. If you lose, *we will pay the bet.* It does not make any difference whether a man has an advertisement in the Directory or not. If his statement is true it is accepted; but if anyone proves it to be false he gets \$100 reward. Address

PUBLISHERS OF AMERICAN NEWSPAPER DIRECTORY,
10 Spruce Street, New York.

Libel Suits for Advertising Purposes Only.

The publishers of the American Newspaper Directory have noticed that at the present time space is being given in a good many newspapers to an account of an alleged libel suit said to have been commenced against them by a paper of New York city on the charge that the Directory has maliciously understated the circulation of the said paper. In this connection it may be interesting for the public to learn that the Directory has been published for twenty-four years, and has never had a libel suit.

The system under which the Directory is published was plainly set forth in the following editorial in a recent issue of PRINTERS' INK :

THE publishers of the American Newspaper Directory, in fixing the circulation ratings to be accorded to individual newspapers, have for several years pursued a policy of receiving as true any statement sent them by a publisher, duly signed and dated, giving definite information of actual issues for a period of three months. They offer a reward of \$25 for each and every case where it is shown that such a true statement was received by them and the paper failed to be rated in accordance therewith.

On the other hand, however, they inform each publisher that it is their practice to guarantee the accuracy of all such statements by paying a forfeit of \$100 to any person who proves that the statement was not true. A

publisher who might be willing to claim something more than facts would warrant is put on his guard by the knowledge that his pressman, or any person who has access to his printing office, has it in his power to prove the inaccuracy of his statement, and not only secure \$100 for himself, but at the same time place the publisher in an unenviable position.

Since this plan was adopted, in 1888, the correctness of the ratings have been successfully challenged in but four instances, namely, *Waukegan (Ill.) Gazette*, in 1888; *Madison (Wis.) Skandinavisk Tribune*, in 1889; *Prospect (O.) Advance*, in 1891, and the *Anzeiger des Westens*, of St. Louis, Mo., in 1892; the reward in the last instance having been paid very recently.

In accordance with the plan set forth above, it will be perceived that it does not make the slightest difference with his circulation rating whether a publisher does or does not advertise in the Directory. Every paper is rated correctly if its publisher knows what its edition is and is willing to tell.

The American Newspaper Directory for 1892 is now ready: Price, Five Dollars. Address

AMERICAN NEWSPAPER DIRECTORY,
10 Spruce Street, New York.

Pay Dec. 1st.

In winter we are crowded with advertising—
having more orders than we have the space
to accommodate.

In summer we have space to spare.

A few responsible advertisers who can use the

ATLANTIC COAST LISTS

during the next three months will be able to
obtain a

Special Low Price for Three Months' Orders.

The advertising to be done at once, but
payment for it deferred till December first.
A low price and long credit is the induce-
ment we offer for business which is to run
only during the next three months. This
proposition refers to summer advertising
alone.

1400 Local Papers—

60 per cent. are only papers in their towns—
One-sixth of the reading population of the
United States outside of large cities
reached weekly.

One Order One Electrotpe Accomplishes It.

ATLANTIC COAST LISTS,

134 Leonard St., New York.

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ADVERTISING LITTLE THINGS.

By C. H. George.

There is one thing in particular that the advertiser is too apt to overlook or to slight; that is the fact that advertising is by no means to be limited to the larger objects, to the neglect of the smaller and even the insignificant ones.

The veriest trifle, if it possesses an extending value and is adapted to common use, is not to be thought beneath the most serious advertising consideration. An improved clothes-pin, a novelty in small wares, a new thought in matches, the merest toy that has been crowned by the genius of invention, is just as certain to return a rich harvest of sales as the advertising of shares in a gold mine or of attractive lots on some noted boulevard or avenue.

Look at so simple a thing as the return-ball. A shoe lacing is no less effective for advertising to the public than the shoe it secures. First be as sure as possible that the article to be offered the public will prove of very wide service when that public learns that it is just the thing wanted; and then proclaim its peculiar and exclusive merits by advertising it resolutely and relentlessly. The smaller the object, the more the need of demonstrating its serviceability. People like to be agreeably disabused of their prevailing prejudice against small things in connection with value, and do not refuse to be persuaded that, after all, the small things are the greatest. It is a pleasant surprise which they are always glad to have sprung on them.

Why, what is it in the reading columns of a newspaper—no matter how able its editorials may be—that attracts the reader's attention quickest and really gives the character to the paper? It is the brief and pungent paragraph, that most people think can be penned in a minute. It belongs to the small wares department of a paper, yet it easily distances the long and labored editorial and carries off the palm of popular approbation. There is a les-

son taught by so slight a circumstance. It is this: That in this world the little things float the large ones. Even the lion, in the fable, was glad to call on the mouse to gnaw the net that confined him and to set him free.

There is just as much science in advertising little things to success, if not even more, as in advertising what are thought the more important. Ingenuity is subjected to a heavier tax. And the triumph is greater when all is over. Let the fact of a new and fresh article be put before the public in a pleasing, insinuating way. Follow up the introduction with a pertinent anecdote or allusion, illustrative of the virtues of the article it is proposed to popularize. Attach it by the subtle law of association to the needs and conveniences of every-day life. Make it out to be a personal friend and servant for everybody. Then, when popular attention is becoming engaged, keep the fire blowing and the iron at a red heat.

Never fear, in a matter of this kind, that familiarity will breed contempt. On the contrary, it is the one and only guarantee of the widest popularity. And when success does begin to dawn on effort and expenditure, then crowd on the steam with an increased pressure. To relax effort at this stage is practically to abandon the original purpose at the critical moment. This is the time of all others to lay on the lash and quicken the speed of the team. It will surprise the advertiser beyond all his expectations to realize how suddenly success has converted what is a trifle in itself into an affair of the greatest magnitude and importance. But that is precisely what advertising does for a small as well as for a large thing. This is the magic of it. It contains a mystery that is fathomed only by the one who follows it.

The moral of the whole story, then, is that no object or article is too diminutive to advertise in even the most liberal manner, provided its actual merits will bear the widest publicity. Never despise the day of small things, but by

resolute and persistent advertising—courageous and increasingly comprehensive—strive earnestly to impress the public with the feeling that it cannot do without them, except at the sacrifice of its comfort, its convenience and its complete satisfaction.

GOOD ADVERTISING FOR DRY GOODS.

By J. F. Tearnan.

IN PRINTERS' INK of May 25 an article on dry goods advertising was read by me with more than usual interest, but I do not agree with the writer that dry goods merchants have not kept up with the general progress in advertising. While it is true they spend perhaps twice as much money in advertising as any other class of merchants, they are compelled to do so by the immense variety and different qualities of their goods. For a merchant in a large city, who is entirely dependent on the floating trade for his custom, to attempt to tell his story in a drop of ink or a one-inch space is preposterous. He would sink "out of sight" in three months.

He must use a large space, because he is dependent on a floating trade, and must call the attention of the public to a large variety of articles. Where hose would interest one, it would take gloves to bring another, and so on *ad infinitum*.

Now, with the merchant in smaller towns of from one to ten thousand it is different, and it is of this class I wish to speak. His trade is limited to his own immediate vicinity. He knows everybody and they all know him. Friendship cuts quite a figure in the amount of his yearly sales, so that it is not necessary or wise to use a large space in the local papers. Space in even the local country papers is expensive, and the main thing is to keep your name before the public.

My advice is to use a double quarter column, make a yearly contract, secure the best place possible, and keep it. Next to the local items is best. Have your advertisements crisp, and, above all, short, so that he who runs may read.

Change your advertisement every week, and don't crowd your space. Remember that there will be another issue of the paper next week—continue your story in that issue. People like continued stories and soon begin to

take an interest in and watch for them. Advertise fifty-two weeks in the year; even your friends will forget you unless you are in constant communication with them.

Don't stop advertising because trade is dull; that is generally the time people have least to do, and they read more. The impressions you make then, if good, may be the means of bringing you a new customer later.

If your printer has taste and plenty of material it is well to vary occasionally the style of your advertisements by the use of rules and borders. Having my own type I set up my own advertisements and devote a good deal of attention to the matter of effective typographical display.

WOMEN AS ADVERTISEMENT WRITERS.

By Virginia Frazee.

Among the different occupations offered to women as a means of livelihood, nine out of every ten are overcrowded or not at all suited to the woman of literary bent. But to the suggestion of "Become a writer of advertisements," the bread-seeker is apt to reply, "Why, I never should have thought of that." Of course not; very few other women have thought of it, and that is why it is a good time to think of it now.

This is a comparatively new occupation, one offering great inducements, especially to the woman of literary aspirations. It is becoming the custom in all retail dry goods establishments to employ a person whose sole business is to write the advertisements used day by day, also to get up all pamphlets, circulars, posters, catalogues—in fact, to see to all the advertising matter used by the house. In the few cases known to the writer where women have filled this important place they have been eminently successful. It is work peculiarly fitted to women, for if there is one thing in this world that womankind agree in loving it certainly is dry goods, and it is second nature to talk about them. And writing dry goods advertisements is simply talking about dry goods. Of course, the writer must know what to say, how to say it, and, above all, when enough has been said; must be able to say much in a few words and make those words "telling"; must exert her power

of ingenuity to put her announcements in attractive forms that will catch the eyes of the readers as they glance over the paper. The chief object of the advertisement is to place the business written of before the reader in the best possible light. All this comes with a very little experience, a little study of the matter. Some familiarity with the routine will soon put one entirely at ease.

Perhaps the best way to get a clear idea of the routine of this work will be to relate the experience of a woman employed by a large retail house. She reaches her cozy office, which is in the most quiet corner of the fourth floor of the establishment, about nine o'clock every morning. Her first duty is to make a round of the departments to gather up items for her advertisements for the day, see what is new, what is especially important to be placed before the public, or is informed of some "job" purchase or of a fresh arrival of goods that she must see, and let others see in print. Or she suits her announcements to the weather, and if it is a cold day she will get up a "sale" of cloaks, or of other winter goods; for of course she must consider what people want as well as what her firm wants to sell.

After laying in this fund of information, she next proceeds to the most important part of all—the telling it to the public. This is her advertisement. She writes several for the afternoon papers, and sends them to the different offices, whence proofs are returned her at two o'clock. While awaiting her proofs she sometimes arranges the advertisements for the next morning's papers, so that after looking over her proofs her day's work is done. That

is, the regular stated day's work. When at work on magazine advertisements, catalogues or circulars, of course her time is more fully occupied. But she finds it a pleasant and not at all laborious employment, as well as a remunerative one.

She arranges her time and methods of work to suit herself, it being understood that she will do all the work required, but she does it her own way, and prefers this to any other occupation open to women, and she has tried several other lines of literary work.

Another bright woman writes three advertisements of one hundred lines each for a shoe house, a jewelry firm and a dry goods business every week, and is paid five cents a line for her work, or fifteen dollars from each firm, making her weekly earnings forty-five dollars.

Still another woman, who has the happy faculty of writing "catching" jingles, makes a specialty of getting up rhymes on various lines of business and offering them for sale. She has met with enough success to feel justified in deciding on "jingling" advertisements as her future source of bread and butter. As to the remuneration, five to ten cents a line is the usual price paid where the work is done "by the piece," or if a regular salary is given, fifteen hundred to two thousand dollars is considered good pay for the first year or two.

If the would-be advertisement writer has enough knowledge of art to make sketches of cloaks, hats and other dry goods articles with which to illustrate her advertisements, that will prove a great point in her favor, and this suggests something else—why does not the woman artist try making illustra-



Portrait of an infant
that died last week.
Restored to life by

Mellin's Food.

"We are advertised by
our loving friends."

An example of what we may expect to see if the competition in advertising children's foods is carried much further.

tions for dry goods literature? Many men artists are now devoting themselves to this work, and it stands to reason that a woman could bring out the details of articles of woman's dress at least as well as a man. Taking it all in all, this is a profession brim full of possibilities for the woman who is capable of doing it.—*Ladies' Home Journal*.

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, May 11, 1892.

The Salvation Army has always been good at advertising, though it has not until recently done it by buying newspaper space. But it has entered the field now and nobody can say that it is not doing its work cleverly—as witness the accompanying cut. It may be well

THE WAY OUT

Easy of Ignition
Burn like Wax

OF DARKEST ENGLAND
for the poor match girls
is for the public to use
ONLY

Salvation Army Matches

LIGHTS IN DARKEST ENGLAND

2½d. & 7d. per doz.
Of all Oilmen, &c.

If you cannot obtain these send Post Card to
COMMISSIONER CADMAN,
Social Wing, 101, Queen Victoria St., E.C.

HEALTHY FACTORIES. NO "PHOSSY JAW."
ANTI-SWEATERS. BEST WAGES.

to say that the price named is for a dozen boxes of matches, and that "phossy jaw" is a euphonious name for necrosis, from which workers in insanitary match factories suffer cruelly.

The advertisers of this country are the means—for the most part unconsciously, as it must ungallantly be admitted—of making the female public of England a pretty handsome present, to which the State also contributes, as will be hereinafter shown, every week. To discard enigma: last Saturday's issue of *The Gentlewoman*, a comparatively new ladies' paper, contained 112 pages, 17 inches by 12, and a cover, besides a colored plate. Sixteen of the bound pages are likewise printed in colors. A copy weighs a little over twenty-nine ounces and sells for sixpence. I have been at the pains to

ascertain some other interesting statistics. The paper upon which a single copy is printed costs, in the bulk, when divided out, sixpence (namely, twelve American cents) a copy; the entire cost averages out at a shilling a copy. So that when it reaches the female public, those happy women are buying for six pennies what it costs twelve pennies to produce. And the proprietors probably realize a handsome profit on the transaction.

The difference is made up by the splendid show of advertisements; and probably if the readers could have the paper for three pence without advertisements they would decline it, though, as will be seen, they would really have to pay something like fifteen pence for that luxury. But the point is, that the advertisements are as much cared for as the reading matter in a publication of this kind, and the moral—for dealers in fashion goods and ladies' wares generally—is plain. For general advertising I gravely doubt the value of papers in this class altogether. The interest excited by the other sort of advertisements probably distracts attention altogether from general advertisements. But in this I may be wrong.

If sent by post, the cost of conveying this twenty-nine ounces of printed matter between any two points in the United Kingdom or the Channel Islands from John o' Groats to Land's End, from Queenstown to Aberdeen, or any less distance, is one cent American currency. The postage on one copy of *PRINTERS' INK* would be the same. One hundred copies of *The Gentlewoman* would go for one hundred cents, and one hundred copies of *PRINTERS' INK* would go for one hundred cents. There is no weight rate, on your second-class matter principle, here. A registered newspaper is carried for a half-penny as a newspaper. If sent at book post rates (corresponding, I suppose, to your third class) the postage on the last issue of *The Gentlewoman* would cost seven and a half pence—fifteen times what it does cost. In this matter our postal rates are better for publishers than yours, even when the latter are fairly administered. For a paper weighing under two ounces, of course the American plan, if not tampered with, is most advantageous. But our system enables papers to accept an amount of advertising patronage which

would be liable to be lost in America—and is lost, in fact, as I gather from your papers in this class; and as this traffic cannot be remunerative to the Post-Office Department, it is obvious that the State is making ladies, and the publishers of their papers, a very handsome present every week, which is not good political economy; and *The Gentlewoman* is only one of a class containing many such journals.

* * * * *

Geo. Augustus Sala, the well known journalist, who has for so many years written four or more leading articles a week for the *Daily Telegraph*, brought out a penny weekly magazine last week which seems likely to have a large success and will probably be a factor which advertisers must not neglect, before long. Anyway, 100,000 copies failed to satisfy the demand for No. 1, Vol. 1, which was out of print as soon as it was on sale. In appearance it is not prepossessing, an inferior paper being used for its twenty-four pages and cover and the printing being by no means of a high order. But it is one of the most interesting papers I ever saw, and has the great advantage, as a medium, of not carrying an insurance coupon. There is a good deal of Sala and Mrs. Sala in it, but that is not a drawback; these personal characteristics are very popular with the reading public, and I have very little doubt that *Sala's Journal* has come most emphatically to stay. A noteworthy feature is the portion "Three Women in a Boudoir," which seems to consist of imaginary conversations, in which favorable allusions to advertised goods are "dragged" in.

* * * * *

Far be it from me to carp; but this is to my mind the only feature of the paper that is a mark of weakness, and it is moreover not very skillfully done. One does not fail to note that Lipton's Teas are highly praised by one of these three women in their boudoir conversation, and that Lipton has half the back page for advertisement, for instance, and it is just possible that some people might put two and two together. It would not be so noticeable in America; but this class of adventitious aid to advertisers is not granted by many first-class papers here, and that *Sala's Journal* is to be a periodical of the first class nobody who has seen it can doubt. Mrs. Sala has just published a book made up of anecdotes

of social and official celebrities, which has had a considerable success and had the honor of one of those five-column reviews, with copious extracts, which form a feature in the *Sunday Sun*, the literary man's weekly, which was established some months ago by T. P. O'Connor, M. P. (commonly known as Tay Pay), the well-known Irish parliamentarian, and which is second to none as a medium for advertisers wishing to reach the intelligent class in all ranks of English society. Every one who cares for books reads it.

ARTISTIC WINDOW ADVERTISING.

By John Tilebur.

(Window Dresser for T. D. Whitney & Co., Boston.)

Window decoration for advertising purposes has of late been carried to such a degree of perfection that it may be justly regarded as an art in which the highest success is attainable by those only who are endowed with the instincts and talents of true artists.

They must also be men of practical ideas who, in the conception and execution of designs, however artistic, will not lose sight of the fact that the original object of their work is to attract attention and influence trade.

To fail of the artistic is to descend to the commonplace, while to ignore the practical is to incur expense in ways which will bring no adequate return. To be in the highest degree successful a design must therefore be novel to attract attention, beautiful to excite admiration, artistic to satisfy the tastes of the critical, and appropriate that it may accomplish the work for which it is intended. In its execution it is well to employ, so far as possible, such materials as the window is intended to advertise.

To use fine goods lavishly without regard to their cost is foolish, but that does not excuse the window dresser for failing to make sure that every detail of the work is most exquisitely finished.

The designer must study the shape and size of the window to be decorated, so that the picture he is to produce may fit the frame. He should also make it an invariable rule to have the top of the window dressed with as much taste and care as the sides and bottom, and to allow in the completed work no sign of tack or pin or board to be visible.

The success of any attempt then de-

pend, first, upon an artistic and attractive design in which every detail of form, proportion, color and material has been carefully mapped out in advance, and, secondly, upon such a skillful and painstaking execution of the artist's conception as will command the admiration of the critic. Few window trimmers, it must be confessed, are capable of attaining this standard, but to those few will undoubtedly belong a substantial advantage over their less favored competitors. Those, however, who are not endowed with the peculiar talents required for the development of truly artistic conceptions, may still employ to practical advantage the more common devices of revolving frames, wax figures, etc. As illustrating the ideas which the writer has brought forward, I take pleasure in calling attention to the annexed description of an Easter handkerchief window in the linen store of T. D. Whitney & Co. It is taken from the Boston *Home Journal* of April 2:

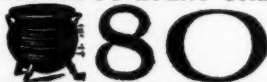
Next Monday, at a store justly famed for original and elaborate window displays, the curtain will rise upon a scene such as never before invited the curious attention of Boston shoppers. It is an Easter handkerchief display in which handkerchiefs and Easter eggs great and small are ingeniously and artistically combined. The top and sides of the window space are covered with plain blue and plain yellow China silk, deeply shirred and richly studded, the former with gold and the latter with silver eggs. In the center of the ceiling shows the end of a mammoth egg out of which depends an egg-shaped frame, nine feet in length, whose eight wide ribs, covered with handkerchiefs, alternate with as many equal open spaces. Through these, in the interior, brilliantly lighted by incandescent burners, is seen a large egg of gold, from the bottom of which eight silver chains extend downward in graceful curves until lost in the wealth of silk covering the floor. Below the great egg above described, eight immense leaves radiate from a common center upward, outward and downward, until the tip of each finds support upon a large silver egg upon the floor. Scattered about are twelve great calla lilies, their spathes covered with handkerchiefs, and their stems and leaves, as well as the red, yellow, and green butterflies seen among them, made in most exact imitation of nature. Upon a nest, in shape resembling the half of an egg, sits a large black hen, whose expression of gallinaceous contentment is readily traceable to the fact that a tiny yellow chicken looks out from the broken end of each of the more than five hundred natural egg-shells showing beneath her. Of course, the large letters of silver and gold arranged diagonally across the end of the window can spell no other than the familiar name, "Whitney's."

SECURE space in your local paper, and then strive to make that the most interesting part of the paper.—*Bucklin (Mo.) Herald*.

REBUS ADVERTISING.

Not exactly a new style of advertising, but one that has had considerable vogue of late in a certain class of mediums, is the rebus or puzzle style of advertising. An example of the class, for they are all very much alike, is given herewith:

A PRIZE TO EVERY ONE!



The above Rebus names a common vegetable used for food by every family every day. WHAT IS IT? To the first person who sends a correct answer before June 30th, 1899, we will give \$150 CASH. To the second, \$100. To the third, \$50. To each of the next ten, a Solid Gold Watch (not plated but SOLID GOLD), with Genuine American movement. To each of the next five, a \$30 Singer Improved High Arm Sewing Machine. To each of the next ten, a Handsome Silk Dress Pattern of 14 to 18 yards. You can choose between Black, Gray, Blue, Green, Brown or Wine Color, and we will send the color of your choice. To the next twenty, we will give to each one a Handsome Genuine Solid Nickel Silver Case Watch, stem wind and set, with genuine American movement. Besides these prizes we will give to every person who sends an answer a beautiful copy of THE LIFE OF CHRIST and send it to you at charges prepaid by us. With your answer send 50 cents postage and advertising expenses. We make this unparalleled offer to introduce this splendid work of art, and to secure canvassers for it at every Postoffice. You can make an average of \$3 to \$10 a day with it if you conclude to take the agency after receiving it. You can make money as well as any one else. Address JAMES LEE, Publisher, Orange Ridge, Chicago, Ill.

Of course, it does not require any great amount of discernment to translate the rebus into "potato." The offer of prizes to those who shall guess it is most attractive. It would appear, however, that the advertiser must be compelled to exercise his brains considerably to find a rebus that shall be so simple that no one can fail to guess it, as his object is evidently to have as great a number of solutions as possible sent in. Following we give more of these alleged puzzles, but will not reflect upon our readers' intelligence by appending a solution:



HAYNES, THE CLERK, IDENTIFIES THE CIRCULAR.

It was for publishing the following proposition, in November, 1891, that Mr. Wanamaker is fining the publishers of PRINTERS' INK about five hundred dollars a week:



Any person contracting now for a yearly advertisement to be inserted in PRINTERS' INK will be entitled to receive additional the full amount of his order in yearly subscriptions to PRINTERS' INK, and his subscribers will be informed of the name of the person to whom they have become indebted for the complimentary yearly subscription.

The following are the stenographer's notes taken at the time of the two days' hearing at Washington, in the case of PRINTERS' INK, at the office of Judge Tyner, the Assistant Attorney-General, commencing on the morning of March 4, 1892.

Judge Tyner commences the hearing with the question first quoted.

Judge Tyner (the Assistant Attorney-General).—How did the case of PRINTERS' INK come before us?

Mr. Haynes (Judge Tyner's clerk, who appears here as the prosecutor).—A letter from the Third Assistant Postmaster-General about sending out certain circulars that were issued by PRINTERS' INK, offering to advertisers a rebate or premium in subscriptions to the paper of an amount equal to the sum paid by the advertiser for advertisements inserted by him in the paper.

Judge T.—Have you the circular, Mr. Carpenter?

Mr. Carpenter (attorney for PRINTERS' INK).—Yes, sir.

[Judge Tyner looked over the circular.]

Judge T.—Mr. Rowell, I will ask you at this point: Have you a rule which sets out the terms on which you furnish PRINTERS' INK to subscribers? If so, will you be kind enough to state what the rule is?

Mr. Rowell (publisher of PRINTERS' INK).—A man who pays \$5 for a copy of the American Newspaper Directory buys the Directory and a year's subscription to PRINTERS' INK.

It has been a practice with us, but not strictly adhered to for some months past, and going out of use, that a man who advertised through the agency to the amount of \$10 should receive a discount on the price of the advertising, which should be applied to the payment of a subscription to PRINTERS' INK. That rule we have substantially abandoned.

A man may have PRINTERS' INK by payment of a dollar. Prior to January 1 he had to pay \$2.

Judge T.—Up to January last?

Mr. R.—Yes, sir. Those are all the terms we have for PRINTERS' INK.

Judge T.—Are these terms set out in the various issues of PRINTERS' INK?

Mr. R.—The terms that he may have it on payment of a dollar are set out in every issue of PRINTERS' INK. But the fact about the Directory and about a reduction on money paid for advertising is stated from time to time in the way of a small advertisement in the department called Special Notices. I presume that during the past year it might be found that this announcement appeared half the time. They are left out when we are crowded in making up the paper.

Judge T.—Have these announcements been expressed in uniform terms at each of the various times?

Mr. R.—My recollection would be that they were. I have no recollection of there having been any change, and still have no particular recollection about the wording.

Judge T.—What I want to get at, Mr. Rowell, is whether or not you have a varied form for taking subscriptions, or whether it is as uniform as might be, and whether the announcement remains until a subsequent announcement changes the terms?

Mr. R.—That is the case. The plan is uniform. Announcements of our office stand more without change than is usual. We are very particular to go by the plan.

Judge T.—You made reference to the American Newspaper Directory. Who is the owner and publisher of that?

Mr. R.—I am.

Judge T.—Then in offering to give it and a year's subscription to PRINTERS' INK for a certain sum, you are offering the property that you own yourself?

Mr. R.—We sell the two together.

Mr. H.—May I interrupt you a moment. I was out when you started the question. I understand that the offers contained in these circulars are departures from your proposed plan?

Mr. R.—Without changing what I have said, I would wish to say that if a new plan comes into my mind to-day that seems to be good for the conduct of any part of my business, I adopt it, and so to-morrow. I have sometimes been accused of inaugurating a great many new things.

Mr. C.—That particular circular to which Mr. Haynes has referred expired December 31 by limitation?

Mr. R.—That circular was not a new plan. We did precisely the same thing the year before, at that season of the year—and perhaps two years before. The only difference was that in 1890 we offered subscriptions to the amount of one-half the advertising order. In 1891, in the wording of the circular, we offered subscriptions to the full amount, because we had decided to make the price on January 1 one-half what it had been, so that practically the two offers were the same. In October or November, when that circular was issued, we knew that we were going to reduce the subscription price of PRINTERS' INK, but to state that fact in the announcement would tend in part to defeat the object of the announcement.

Mr. H.—I was going to say that that fact is not stated in the circular.

Mr. R.—It is not stated.

Judge T.—Well, now, do I understand that PRINTERS' INK is before this Department upon the question raised as to the legitimacy of the language expressed in this circular?

Mr. H.—The ruling was made on this circular.

The publishers of PRINTERS' INK have never been able to learn that this

particular circular violated any Post-Office law. Judge Tyner's question, the one last quoted, would seem to indicate that he also entertained the view that no Post-Office law or regulation had been infringed. The change of tactics on the part of the Post-Office Department clerks, who act as prosecutors, the dropping of this circular as a cause of exclusion and attempting to proceed upon another line, would indicate a knowledge that a blunder had been made, but a straight-out confession to that effect the publishers of PRINTERS' INK have never been able to extort from the Department. They may succeed better by and by.

A PEANUT POSTMASTER-GENERAL.

HE MAKES WAR ON THE YOUNG MEN'S CHRISTIAN ASSOCIATION.

If there is one thing more than another that will defeat the Republican National ticket this fall, it is Wanamakerism. The pious fraud who bought his way into President Harrison's cabinet has been a source of unending trouble to the Administration, and has created enough millstones to swamp a dozen parties.

One of the chief ways selected by Mr. Wanamaker to bring the Administration into disrepute is his unceasing opposition to legitimate private enterprise—the newspaper fraternity of this country. Hitherto it has been the practice of National Governments to foster and build up, by salutary laws, the journalism of the country. Not so with Wanamaker. No opportunity has been lost during his tenure of office to show a petty spirit of officiousness, unworthy even of an Erie mule whacker.

But not until now has this conduct been brought right home to the people of this village, and now they have an opportunity of viewing Wanamakerism in all its puny offensiveness. As is well known, Herkimer has a Young Men's Christian Association. Like many other associations of its kind, furnishing young men so many advantages at a merely nominal cost, our Y. M. C. A. needs every assistance possible. To aid in the work Secretary Davies published, during 1889, a Y. M. C. A. organ, the *Review*. Funds giving out, the little paper was discontinued, but, thanks to the generosity of a few men, its publication was resumed this year. Secretary Davies has published four issues, and was just realizing a benefit from his little organ when Postmaster-General Wanamaker steps in and declares that the *Y. M. C. A. Review* is not entitled to second-class postal rates! In other words, Mr. Davies, if he wishes to pass his paper through the Post-Office, must pay postage at third-class rates, which would compel him to affix a one-cent stamp to every copy of the *Review* sent out. As Secretary Davies issues five hundred copies of his bright little paper each month, it will readily be seen that this ruling of the Post-Office Department means death to the *Y. M. C. A. Review*, as it has to numerous other enterprises unfortunate enough to incur the ill will of Wanamaker's peanut administration.

But the full hypocrisy of our postal authorities will be better understood when it is

known that Mr. Wanamaker publishes a trade price-list of his Philadelphia store and passes it through the Post-Office at second-class rates.

Members of the Young Men's Christian Association in this and other towns will take the first opportunity to rebuke this outrage upon their rights.—*Herkimer County (N. Y.) Record*.

MORE OPINIONS FROM EDITORIAL ASSOCIATIONS.

Last week we gave over five pages of letters from officers of Press Associations on the subject of the Post-Office outrage on PRINTERS' INK. These expressions from the men who form public opinion all over the country are still coming in, and continue to maintain a remarkable unanimity. Below we give another installment of these letters:

From a Member of the Executive Committee of the New York Press Association.

OFFICE OF TIMES-UNION,
Official City Paper,
ALBANY, May 26, 1892.

The annual meeting will be held shortly after the National Conventions. We expect a very large attendance at our annual gathering, and a very full and free discussion of the matter may be secured at that meeting, which will be probably at Niagara Falls.

I will be very glad to aid you in your good work of securing justice at the hands of the Post-Office authorities. JOHN H. FARRELL.

From the President of the Wisconsin Press Association, the Oldest Editorial Association in the World.

OFFICE OF HERALD,
LAKE GENEVA, May 25, 1892.

I have noticed your trouble with the Post-Office Department and have wondered at the strange rulings of the officials. I cannot speak for our Association, as the matter has never come before it, but, as an editor and publisher for seventeen years, I have no hesitation in saying that I believe the Department is outrageously wrong. It is clear that the Department does not discriminate between a paper published wholly for the purpose of advertising and one that is published as an exponent of advertising.

Our Association does not meet until winter, by which time I trust you will have convinced the Post-Office officials that their ruling is not only arbitrary and senseless, but that the censorship of the press is not in accord with American institutions.

Respectfully yours,
JAMES E. HEG.

From the Secretary of the Nevada Press Association.

OFFICE OF RENO EVENING GAZETTE,
May 20, 1892.

In my judgment, such a publication as PRINTERS' INK should be admitted to the mails at the same rate as other periodicals are carried. Certainly no other publication in the country gives the business world such valuable information as does PRINTERS' INK, and if Postmaster-General Wanamaker is complying with the law in debarring it, the law is greatly at fault and should forthwith be amended. PRINTERS' INK should be on the

desk of every business man in the country. I will see that your communication is properly presented to our Association at its next meeting.

ALLEN C. BRAGG,
Sec'y Nevada Press Association.

From the Secretary of the Tennessee Press Association.

MEMPHIS, Tenn, May 24, 1892.

I cannot but look at the action of certain officials of the Post-Office Department in regard to PRINTERS' INK as arbitrary, beyond the bounds of the work or intention of the Post-Office, contrary to the policy of our Government and the spirit of our institutions. I regard it as establishing a very dangerous precedent, and a direct blow at the liberty of the press, as also the entering wedge for the establishment of a Government censorship allowing nothing contrary to the interests of the party in power. "Orthodoxy is my doxy, and heterodoxy is your doxy," and what one partisan might believe to be necessary for the

education of the people another might regard as dangerous doctrine to preach to the country and that should be suppressed. The whole thing is wrong in doctrine, and certainly dangerous in its tendency and results. PRINTERS' INK has been of great use to me in my business, having given me many valuable ideas and hints. I have probably differed from it as often as I have agreed with it, but have never found anything in its columns pernicious, "disloyal," or that needed suppression. There may have been more advertisements of Rowell & Co, than of any other firm (perhaps they could procure more liberal terms than any other), but it certainly carried those of other advertising agents, and never refused the use of its columns to any reputable ones who were willing to pay its rates.

Yours courteously, PITKIN C. WRIGHT.

P. S. - I think the best way to get this outrage before the Tennessee Press Association would be to address it to Gen. Ira P. Jones, Chairman of the Executive Committee, who

Officers.

J. S. CLARKSON, Chairman.
G. A. HOBART, Vice Chairman.
WM. BARBOUR, Treasurer.
J. S. FARSETT, Secretary.
F. W. LEACH, Assistant Secretary.

HEADQUARTERS.

Republican National Committee,
PLAZA HOTEL,
New York City.

Executive Committee

J. S. CLARKSON, Chairman.
G. A. HOBART, Vice Chairman.
WM. BARBOUR, Treasurer.
J. S. FARSETT, Secretary.
JOHN C. NEW.
G. A. COOPER.
SAM'L FERGUSON.
O. W. HAYNES.
W. H. HATHORN.
H. C. PAYNE.
D. S. SCOTT.
PETER ELLIOTT.
W. A. CAMPBELL.
B. C. STONE.

May 27.

1892.

Messrs Geo. P. Rowell & Co.

Gentlemen: I can hardly answer your inquiry by saying that in my judgment *Printers' Ink* is entitled to circulation in the U. S. mail as second class matter.

The fact that nearly all the papers in the country defend its right to these privileges is an added & very strong reason in support of my view. The newspapers, both from self-interest & a sense of public duty, vigilantly guard the mails from the burden of unworthy matter, & are always sensitive to the claims of unworthy publications. To the privileges accorded by the Government to legitimate publications.

In my opinion they are entitled as to *Printers' Ink*. Truly Yours. J. S. Clarkson.

has held that position for twenty-one years, and "whatever he says goes." W.

(See General Jones' letter in last week's PRINTERS' INK.—Ed. P. I.)

From the Vice-President of the Tennessee Press Association.

OFFICE OF MILAN EXCHANGE, {
May 25, 1892.

I will say briefly that I think the Post-Office Department has treated PRINTERS' INK in a shameful manner, and I believe there are few, if any, legitimate newspaper publishers in the country who are not in full sympathy

with you. I prize the journal very highly, and believe that it is—or ought to be—entitled to entry at second-class rates. I believe it would be proper for our State Press Association to consider the matter.

W. A. WADE,

From the Corresponding Secretary of the Georgia Press Association.

McRAE, Ga., May 27, 1892.

I know I voice the sentiments of ninety-nine out of every hundred newspaper men of Georgia when I say that the action of the Post-Office Department in excluding PRINTERS' INK from the privilege and right of being

JNO. T. BACE,
Secretary Register.
Printer.

D. T. COLLAR,
Telegrapher Telegram.
Secretary

J. P. CREW,
Press Editor.
Printer

Chas. F. B. BAKER,
Associate Editor.
J. C. BAKER,
General Editor.
E. S. BAKER,
Associate Editor.

ASSOCIATED OHIO DAILIES.

PRESIDENT'S OFFICE.

SANDUSKY, O.

May 24 1892

Geo. P. Rowell, Esq., New York.

DEAR SIR—I do not hesitate to say that if the ruling of the Post-Office authorities shutting out PRINTERS' INK from the mails as second-class matter is in accordance with the law, there is not a daily or weekly paper in Ohio that is entitled to be rated as second-class matter. The rulings of the Department, not only as affecting PRINTERS' INK but numberless other legitimate publications, have been grossly unjust, and if the law supports them it is high time the law was changed. Publications established *primarily* to promote educational and religious interests have been shut out by similar rulings from the present officials,

*and the Sub.
much is rapidly gain-
ing ground that some-
thing should be done
to relieve the public from
a censorship that would do
in Russia but ill be-
comes a government by the
people for the people.*

Respectfully

W. A. Wade

*I think it would be well to bring
the matter before the Press Assoc.
and advise them of our next meeting.*

transported through the mails as second-class matter is a bold and outrageous discrimination against a legitimate trade journal, fully entitled to all the privileges and rights allowed to other like papers. No paper that comes to this office is sought and read with more eagerness than is PRINTERS' INK. I will state further that I have never received a free copy of PRINTERS' INK since its inception into journalism. I have paid for every copy that ever came to this office or was ordered by me, except the one which I take as an exchange. The Georgia Press Association will meet early in July, and it will give me great pleasure to bring the matter before that body.

A. L. RYALS.

From a Former Corresponding Secretary of the Georgia Press Association.

SPARTA, May 26, 1892.

I have watched the case of PRINTERS' INK vs. the Postmaster-General with no little degree of interest, and I only wonder that Mr. Wanamaker should use his authority to vent his spleen against anyone. I am no expert in the matter, but if PRINTERS' INK has not the legitimate right to be classed as second-class mail matter, the postal laws are being violated every day in the year, and Mr. Wanamaker is obliged to know it. I have read the evidence of Messrs. Kauffmann and Noyes, and it does seem to me they make the matter so plain that even the Postmaster-General, if not a fool, need not err therein. But enough, for my imagination is fatigued when I think of the man, the position he holds, and the exhibition of authority he has displayed in this instance.

To show you how PRINTERS' INK is prized in this office, I will say that I have nearly every copy received now on file. It has been of good service to me.

S. W. ROBERTS.

From the Vice-President of the Connecticut Weekly Press Association.

NEW MILFORD, May 28, 1892.

PRINTERS' INK has my entire sympathy. I am confident that your side of the case will be supported by the editors. I advise you to submit.

Yours very truly,

J. A. BOLLES.

From the Secretary of the Texas Press Association.

OFFICE OF THE HOUSTON POST, {
May 25, 1892. }

I will bring the matter up at the next meeting. I have written a circular letter to the members enclosing the papers.

J. L. WATSON, Manager.

From the President of the Alabama Press Association.

TALLADEGA, May 26, 1892.

I have read PRINTERS' INK very closely since it first made its appearance, and cannot see how it can fail to come under the head of second-class mail matter. It is interesting to editor and printer alike, and certainly a publication which is for the benefit of this profession ought to have the same rights as other publications for special classes.

JNO. C. WILLIAMS.

From the Ex-President of the Mississippi Press Association.

RAYMOND, May 30, 1892.

I am no longer president of Mississippi Press Association, my term of office having expired, by limitation, on the 14th inst., but I have no hesitancy in declaring the action of

the Post-Office Department, in ruling PRINTERS' INK out of the second-class list, a piece of work wholly at variance with the real purpose of the postal law as it was intended, and I believe this opinion is shared by every unbiased newspaper man in Mississippi who knows anything of the facts.

SAM D. HARPER.

DRY GOODS ADVERTISING.

DRY GOODS ECONOMIST, {
NEW YORK, May 28, 1892. }

Editor of PRINTERS' INK:

I noticed the letter of Mr. Brown, of Hartford Scotch Syndicate fame, in your last issue, calling for discussion of the subject of dry goods advertising. Allow me to add a suggestion or two to the rest.

I have often wondered at the, to my mind, perverse idea of most dry goods advertisers in making the firm name the most prominent line in the advertisement. In my opinion, names only attract attention by their oddity. "John Smith & Son" never awoke the slightest atom of curiosity in the public mind; but what they have to sell might. The truth of this is shown in the attempt of nearly every dry goods house to attract attention to its name by some peculiar design or formation of the letters composing the firm title.

The idea seems to be, that because of the number of merchants advertising in the same line of business, it is more desirable to call attention to the name than to anything else. If that is so, why take up so much space? Simply to publish the name and "dry goods"—as large as desired—would have the same effect. And that would bring us to the ancient card form: Sam Smith sells shoes in Broadway.

I would advise advertising a special line of goods each day. Let the writer study the fashions, and when an article is likely to become the style, "boom" it. Display the name of the article, and have a good illustration of it in the center of the advertisement, around which, in plain, easy-reading type, give a comprehensive description of it, how it is worn, and the number of its uses. In doing so call attention to the articles you have to harmonize with it, in color or material. Do not be afraid to state your prices; it breeds confidence.

If an article is on the wane, all the advertising in the world will not revive it; and any person being led to purchase such once will be very careful in buying anything from the same firm again. If a trade-mark or house plate is used, do not let its size overshadow the display.

Single columns are only useful for giving a list of miscellaneous bargains; but for all purposes of display they are too narrow. Leave space at the sides as well as top and bottom of advertisement, for by the judicious use of space the best effect is given.

J. G. HODGKINSON.

ANOTHER SUFFERER.

ORCUTT, Cal., May 20, 1892.

Editor of PRINTERS' INK:

The inconsistencies of the P. O. Department relative to second-class matter are probably known to every publisher. An instance in my own experience may interest you at this time. *Science and Horticulture*, a monthly magazine, was printed with two offices named on the cover—"San Diego, California," and "Orcutt, California,"—and application made

for entry at Orcutt P. O. The application was refused, because "a publication with two offices must select one as a mailing office," or words to that effect. Application was then made at the San Diego P. O., but no reply received to date—and that was nearly a year ago! Application was then made for entry at Los Angeles P. O., where an office was established. As I am in the seed and plant business, and occupied two inches of space with my own advertising, it was looked upon with suspicion, and a decision withheld until—well, probably a new administration takes hold.

Yours in sympathy, C. R. ORCUTT.

ADVERTISING IN HARVARD COLLEGE.

CHATTANOOGA, Tenn., May 28, 1892.

Editor of PRINTERS' INK:

Referring to a paragraph in your issue of May 18, as to Hawthorne's interest in old advertisements, you may like to publish the fact that the late John Langdon Sibley, for many years librarian of Harvard College, and well remembered by all old graduates, always required the binders to include the advertising pages in the volumes of periodicals which were bound for preservation in the library.

He once told the writer that he regarded these advertisements to be a valuable fund of information to students of the manners and customs of past years.

Success to PRINTERS' INK, which I read regularly and with constantly increasing interest and profit. May you win, as you deserve to win, in your Wanamaker controversy. W.

A GOOD IDEA.

Manager's Office of
LANSBURGH & BRO.,
WASHINGTON, D. C., May 20, 1892.

Editor of PRINTERS' INK:

I am certainly indebted to your sprightly little PRINTERS' INK for a bit of valuable information, and I wish to acknowledge same. I refer to your mention of the all red window in Chicago. Acting on this information, I had our window draper produce an entire window of red, and it has proven a most excellent attraction.

Yours very truly,

I. GANS.

THE U. S. MAIL.

COMMENTS ON MR. WANAMAKER'S CAPACITY FOR GETTING INTO ROWS.

The position of Postmaster-General is not a bed of roses at any time; that it is particularly rough and rocky for the present incumbent of that office is due, in our judgment, very largely to the disposition and influences of the occupant. "Mr. Wanamaker," as a wise and progressive politician of high standing said to us the other day, "is a man of snap judgment. He gets a side light of an issue, makes up his mind instantly, and there is no going behind the returns. He causes himself trouble everywhere and with everybody. Why, that man has more fights on his hands every month of the year than half of all the Postmaster-Generals that have occupied the office since its creation ever had."

We are truly sorry that an eminent member of Mr. Wanamaker's own party should be so outspoken, and yet we can only feel that so far as we have had occasion to inquire into the Postmaster-General's official acts and opinions, our judgment agrees with this information.—*United States Mail.*

A NEW FRAUD.

A very ingenious swindle which is being practiced quite extensively has recently come to the attention of the Post-Office Department.—*U. S. Official Postal Guide for May.*

We didn't read the rest of the article, but it probably refers to the swindle perpetrated on PRINTERS' INK by good Mr. Wanamaker.

WANTS.

Advertisements under this head 75 cents a line

POSITION—New York or New England—by experienced newspaper man. "G." PRINTERS' INK

HAVING youth, talent and experience, I ask a situation. Will fit almost any newspaper vacancy. Box 2, Printers' Ink.

WANTED—The exclusive Chicago agency for one or more A1 publications. C. B. DARLING & CO., 705-79 Dearborn St., Chicago, Ill.

WANTED—A PARTNER, to take charge of the "Times and Plaindealer," with \$500, or will sell both papers. Poor health the reason. TIMES, Leesville, Ohio.

IF you want artistic, tasty printing—an elaborate catalog, with embossed cover—write, or come in and talk it over. GRIFFITH, AXTELL & CADDY CO., Holyoke, Mass.

WANTED—BUSINESS MANAGER and editor (practical printer), to take charge of job office and weekly paper. Good salary to the right man. "A. A." care Printers' Ink.

WANTED—A man familiar with Newspaper Premium Work; buying, distributing, etc. Address, in absolute confidence, stating salary, experience, etc., "PROPRIETORS," Drawer No. 2130, Montreal, Canada.

BRIGHT MAN. RARE CHANCE Established Printing House, publishing two monthlies, wants business manager. Must have \$10,000.00. Salary, \$1,500.00 per year to start. Only hustler need apply. Box 55, Printers' Ink.

FOR SALE.

Advertisements under this head 75 cents a line.

PREMIUMS FOR NEWSPAPERS. EMPIRE CO., 146 Worth St., New York.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

PEOPLE of property; 6,000 names. Tax list, 1892, this county. Cheap. A. J. D. STEWART, St. Charles, Mo.

FOR SALE—A German newspaper plant, doing an excellent business in a good town. Good reasons given for selling. Terms easy. Inquire at this office.

ADVERTISING SOLICITOR with references and little money can obtain part ownership of an excellent trade journal, Chicago. Address Box 82, Printers' Ink.

RARE CHANCE.—The right man, with small capital, can secure a controlling interest in a leading weekly paper in a city of 12,000. Address "JOURNAL," Sioux Falls, S. D.

1 INCH, \$1; 1 col. (8 ins.), \$5. Will reach 1,300 Y. M. C. A. reading rooms on paid subscription, and be read by 13,000 young men. Circulation 10,000 in all. PLAIN TALK, 114 Nassau St., N. Y.

100,000 Agents' addresses, printed and gummed. We sell of any State at \$2.00 1,000, and pay forfeit 4 cts on each returned "dead." Try 1,000. AGENTS' HERALD, Phila., Pa.

FOR SALE—A well-established weekly paper in one of the best towns in North Texas; complete job office in connection. Other business requires proprietor's attention. Liberal terms. Address "R. & M." care of Printers' Ink.

FIRST-CLASS newspaper and job office, in heart of coal and oil fields of W. Va. Death of owner reason for selling. Box 101, Clarksburg, W. Va.

IMPORTANT! Printers and Advertisers. 5,000 stock cuts, initials, comic and other illustrations. 15c. each. Newspaper portraits, any subject, \$1.00. Illustrate your town. Boom your business. Catalogue 4c. Write for information. CHICAGO PHOTO ENG. CO., Chicago.

NEWSPAPER FOR SALE—A weekly newspaper and job printing office in New York State. It is the only Democratic journal in the county, is the official county and town paper, has a good circulation, a large advertising patronage and an excellent run of job work. For further particulars address "RAKE CHANCE," this office

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 75c. a line.

G RIT

VAN BIBBER'S.

WANTED—VICK'S.

SPOKANE SPOKESMAN.

NEWPORT DAILY NEWS.

LEVEY'S INKS are the best. New York.

WANTED—200,000 VICK'S by advertisers.

WANTED—RESULTS! Vick's 200,000 brings them.

WANTED—Good results! VICK'S MAGAZINE 200,000 gets them.

WANTED—An adv. medium with pulling qualities. Vick's 200,000.

RICH and cultivated people read the NEWPORT DAILY NEWS.

WANTED—PROVEN CIRCULATION. Vick's gives it each month.

JOHN T. MULLINS' MAILING AGENCY, Faulkland, Del. \$2 per 1,000.

BUFFALO TIMES proves over 35,000 circulation. It will pay you.

WANTED—A Magazine to reach the masses! VICK'S 300,000 does it.

WANTED—Increase of business! Use VICK'S 300,000 and get results.

BOSTON HOTEL GUIDE has no competitors. Does't want any. Hence.

WANTED—10,000 answers to my ad.! Use Vick's 200,000 circ. It pays

WANTED—To be in the swim. Use VICK'S MAGAZINE and you can be.

AGENTS GUIDE, New York. The leading agents' paper. Send for copy.

THE cream of American society reached by the NEWPORT DAILY NEWS.

WANTED—By advertisers, more guaranteed and proved circ. Like "Vick's."

NEWPORT DAILY NEWS. 46 years old and never better. Wealthiest readers.

THE ADVERTISER'S GUIDE—Mailed free by STANLEY DAY, New Market, N. J.

"PUT IT IN THE POST." South Bend, Ind. Only morning paper in Northwest Ind.

MEDICAL BRIEF (St. Louis). Largest circulation of any medical journal in the world.

DEWEY'S Canada List (60 papers); adv. rates 30c. line. D. R. DEWEY, Hamilton, Can.

FARM LIFE of Rochester, N. Y., 16 pages, 61 columns, monthly. Guaranteed circ'n, 25,500.

STENOGRAPHERS furnished without charge for my services. W. G. CHAFFEE, Oswego, N. Y.

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

WANTED—A better adv. medium than PRINTERS' INK. It brings best results, so does VICK'S.

IT IS BIGGER—THE TERRE HAUTE EXPRESS—than any paper in Indiana outside Indianapolis.

WANTED—PRINTERS' INK readers to know of the value of VICK'S MAGAZINE. Its 300,000 brings results.

NEWPORT—The best, most widely circulated, most influential paper is the DAILY NEWS. So says Rowell.

PUBLISHERS and IMPORTERS of Almanacs please quote prices. S. FEINBERG & CO., 143 Duane St., New York.

WANTED—An adv. medium that will bring something beside postal card inquiries. Vick's Mag. will do it.

WANTED—A circulation of 200,000! Use VICK'S then; 143 copies for one cent on a yearly contract for one inch.

\$1.50 FOR 5 LINES 25 days. Display ads. 15c. per inch per day. ENTERPRISE, Brockton, Mass. Circ'n 6,500.

WANTED—Commonsense advertisers who appreciate a Guaranteed and Proved Circulation. VICK'S MAGAZINE, 38 Times Bldg., N. Y.

KANSAS is thoroughly covered by THE KANSAS WEEKLY CAPITAL, Topeka, Kan., the leading farm and family newspaper of the State.

OUR RATES are so low (10c.) we can't buy a page ad. We prove 20,000 circ'n. Sample free. ILLUSTRATED WEEKLY, Topeka, Kansas.

THE PEOPLE'S ILLUSTRATED JOURNAL (monthly), New Orleans, La. A Southern family magazine, it reaches Sou'n homes. Adv'tise!

DIRECTORY PUBLISHERS, please send circulars and price list of your directories to U. S. ADDRESS CO., L. Box 1487, Bradford, McKean Co., Pa.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of Printers' Ink.

THE OHIO STATE JOURNAL goes to the homes of the best people in central Ohio. Daily, 12,500; Weekly, 22,000; Sunday, 17,000. Nearly all the leading general advertisers use its columns regularly.

THE Eighth Annual Edition Co-operative Chart will be ready soon. Gives statements of all co-operative insurance associations. Mailed for 25 cents. Address F. H. LEAVENWORTH PUBLISHING CO., Detroit, Mich.

NAMES—125,000 addresses of persons, mostly ladies, who have sent money in reply to ads. This is no copy, but the original list, arranged by towns and States, in 70 large volumes, and has never been sold. Full particulars by addressing "F. T.," care Carrier 46, Boston, Mass.

REFERRING TO THE GALVESTON NEWS, Geo. R. F. Rowell & Co., on page 110 of Printers' Ink, January 30th, '92, say: "There is also an especially good paper in Galveston, daily and weekly, that goes well over the whole of Texas." For sample copies, rates of advertising, etc., address A. H. BELO & CO., Galveston, Texas.

JAPANESE PILE CURE—A Guaranteed Cure for Piles of whatever kind. External, Internal, Blind or Bleeding, Itching, Chronic, Recent or Hereditary. \$1.00 a box, 6 boxes \$5.00; sent by mail. A written guarantee positively given to each purchaser of 6 boxes to refund the \$5.00 paid if not cured. Guarantees issued only by JOS. R. HOFFLIN, Druggist, Minneapolis, Minn.

FROM the British Printer: It was a bright idea of Messrs. G. F. Rowell & Co., the well-known advertising agents of New York, to put together in pocket-book form (5 3/4 inches) such a useful compilation as their manual on "The Preparation of Advertisements." Very few persons know how to write an attractive advertisement such as the general reader will peruse to the end, or so terse and concise that its chief points may be caught at a glance. Such a collection of practical hints are to be found in Messrs. Rowell & Co.'s book—more especially valuable as they are contributed by the leading spirits in the American advertising world. Price 50 cents.

Case of the "Anzeiger des Westens" and the American Newspaper Directory.

STATEMENT OF FACTS.

When revising the American Newspaper Directory for 1892, Mr. Emil Caro called at the publication office and left with the editor a written statement of the circulation during a whole year of the St. Louis, Mo., *Anzeiger des Westens*, Daily, Sunday and Weekly. The statement was signed with a pen, "Anzeiger Association of St. Louis, per Emil Caro." Mr. Caro presented written evidence to substantiate his connection with the paper; his statement was accepted and ratings entered accordingly. A fac-simile of his signature as appended to the report was sent by mail to the St. Louis office, with a letter, to learn if the signature was correct and if he was authorized to attach it to the circulation report given. An immediate answer was received, written upon the business letter sheet of the company, saying that "the fac-simile is the signature of Mr. Emil Caro, representative of our paper, who is well posted regarding all affairs of our business." This letter was signed "John Schroers, Business Manager," and this name also appears printed upon the letter sheet as that of the same officer.

Subsequently, what appeared to be satisfactory proof that Mr. Caro's statement was false was submitted in the form of an affidavit, and a copy of the affidavit was sent to the Anzeiger Association. In due time came a reply signed by the same "John Schroers, Business Manager," stating that "Mr. Emil Caro will call on you next Monday, with such facts in his possession as to enable him to annihilate the statement made maliciously," etc. (referring to the affidavit in question). Mr. Caro called, but the proof submitted appeared unsatisfactory and the whole matter was referred to an impartial attorney for decision. That decision was that in any court of law, upon a full review of the facts as shown, "a jury would be amply justified in deciding the question in favor of Mr. Osthaus" (who made the first affidavit). A copy of this finding was then sent to the *Anzeiger*, with the information "that in the absence of any further proof of the truth of the circulation statement," a check of \$100 would be paid to the informer, as promised in all such cases, by the Directory publishers. In answer to this came the statement, under date of April 30th: "In reply to your favor of April 27th, we desire to say that the publishers of the *Anzeiger des Westens* did not make a statement of circulation for your Directory, and for this reason respectfully decline to prove any." It was signed, "Carl Daenzer, J. Schroers, for the Publishers." As Mr. "J. Schroers" himself wrote the previous letters, which fully endorse Mr. Caro and his statements, it is difficult to see how the addition of Mr. Carl Daenzer's name to the communication in question can counteract them.

But the surprises multiply: for under date of May 26th came another letter, signed "Publishers *Anzeiger des Westens*," to the effect that "we have been informed that Geo. P. Rowell & Co. have furnished one Mr. Kentnor with an absolutely correct statement regarding the Daily, Sunday and Weekly circulation of the *Anzeiger des Westens*" (Caro's statement) "and we should be very much pleased to hear in a direct way how you derived such a statement." And then on the following day, May 27th, another letter, addressed to the publishers of PRINTERS' INK, was received, referring to an article, "An Addition to the List," in the issue of May 25th, in which is written: "We ask you politely but earnestly to state in your next number that the publishers of the *Anzeiger des Westens* did not give Messrs. Geo. P. Rowell & Co. any information for the last edition of their Directory; neither the publishers nor the business management of the *Anzeiger des Westens* furnished Messrs. Geo. P. Rowell & Co. with any statement of circulation, and they did not know anything of the figures of circulation of their paper in the Directory until they saw the same in print." Apparently all the letters referred to were written by the same man.

There is no doubt whatever that the Directory publishers are the losers by \$100 because of Mr. Caro's statement and Mr. Schroers' letters; but there appears to be great doubt concerning who is the responsible person in the *Anzeiger* office. Ought not the "Business Manager's signature" to be considered, as it was in this case, sufficient?

A SUCCESSFUL NEWSPAPER.

THE WAY IN WHICH THE CHICAGO
"EVENING MAIL" HAS COME TO
THE FRONT UNDER ITS NEW
MANAGEMENT.

Success always commands the respect and admiration of mankind. When it is achieved by an institution or a man, the methods of reaching it are always pertinent subjects for inquiry and imitation by those strug-

cago by any means. Its birth dates back eleven years and its career has been a checkered and, in some instances, a precarious one. A few ups and many downs have fallen to the lot of this paper, as they have to many other Chicago papers, but for the first time in its history it occupies a position of success from which nothing can disturb it. There are three or four business interests which can make or lose more money, as the case may be, than



JOSEPH R. DUNLOP, PUBLISHER CHICAGO MAIL.

gling for the prize not yet acquired. An unqualified success in the great newspaper field of Chicago is one which at once attracts attention. The press of Chicago is such a very able one from both business and editorial standpoints, that when one paper takes a lead which is as phenomenal as the *Mail* has taken within the last three months, the public is at once interested to know how it was done and who deserves the honor for the achievement.

The *Mail* is not a newcomer in Chi-

can be taken out of a well-paying gold mine. The newspaper is one of these, and the man who can guide it safely through the troubled seas of journalism is a man whose ability is of the very highest order.

When the *Chicago Times* was sold last November, Mr. Joseph R. Dunlop, who had been the editor-in-chief of the *Mail* and *Times*, became the proprietor and publisher of the *Mail*. The paper had been a sort of appendage to the greater paper, and it was

just about paying its own expenses. Mr. Dunlop started in with all the energy of his nature to build it up to its proper position among the newspapers of Chicago. Its size was at once enlarged from a four-page to an eight-page paper. Special attention was given the news end of the paper. Substantial improvements were inaugurated in the gathering and compilation of everything of interest to the busy newspaper reader. The local field

of special correspondence from all news points in this country and Europe has been increased until at present it is equipped as well as any journal in the United States.

The merchant of Chicago is never slow to take advantage of good advertising facilities. In the case of the *Mail* he at once saw where his money would bring the greatest returns. The patronage bestowed upon its columns tell a stronger story than the *National Journalist* can represent, no matter what the virility thrown into the language. From twenty-five to thirty columns of advertising usually grace the paper, and the increase is so phenomenal and steady that on some occasions supplements have been issued that the seeker after news events may not be disappointed. At present its advertising patronage is exceeded by only one afternoon paper in Chicago.

There can be no greater evidence of the *Mail's* progress and prosperity than the substantial building it is now occupying. So well-founded is Mr. Dunlop's faith in the paper's future that he has made improvements



is covered in a systematic and intelligent manner by a corps of reporters second to none other in Chicago. Nothing of general interest can occur in this great city which the *Mail* does not obtain and furnish to its readers in advance generally of the other papers.

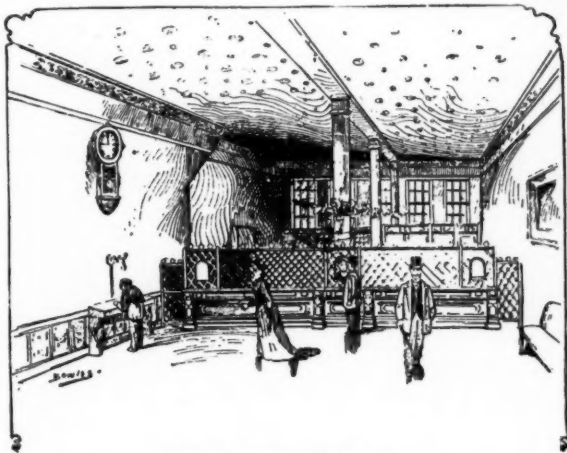
In the methodic strides made in the improvement of the paper, the outside world was not neglected. A franchise from the United Press has taken the place of the news service from another association, besides which the system

which are lasting and costly. The *Mail's* new home is a double building at 120 and 122 Fifth avenue, in the midst of what is known as newspaper row. It is on the corner of Calhoun place, which furnishes ample facilities for the proper handling of the papers by the newsboys and wagons. In the matter of internal arrangements the building is an ideal one for a newspaper. All departments are so arranged that business and news matter can be handled in the quickest and most intelligent man-

ner. The large, double basement is utilized as the press and boiler rooms. Three large perfecting presses, fresh from the hands of the manufacturer, require all the space under the main building, while the adjoining basement is taken up by an immense boiler and engine, which furnish the power for the presses. On the ground floor is the business office, finely equipped for the rapid handling of advertisements and subscriptions. The office of Mr. Dunlop is on this floor. To the rear and on the same floor is the circulating department. Here a corps of experts are kept busy mailing the papers and furnishing them to the newsboys and the dozens of wagons which supply the news agencies in all

incidental to the publication of a live and energetic newspaper.

Mr. Joseph R. Dunlop, the head and front of the *Mail*, is a man so well known in journalistic circles, not alone in the West, but in the entire country, that a lengthy biographical sketch seems to be almost out of place. He was in the newspaper business before the fire. His connections, in executive capacities, with the *Times* and now the *Mail*, have given him a reputation second to no Chicago newspaper man. He thoroughly understands every department of a great paper, and his personal acquaintance in Chicago has aided him in giving the *Mail* the honorable position it now occupies. His energy is practically limitless, and



COUNTING-ROOM, CHICAGO MAIL.

parts of the city. On the third floor is the editorial department. The front rooms are occupied by the city department. Here the reporters, under the direction of the city editor, receive their assignments for local news. The managing editor has a room to the rear, and the other apartments are used by the editorial writers, the commercial, sporting and literary editors, and the artists' department. On the floor above is the composing room and the stereotyping department. All departments are connected with each other and with Mr. Dunlop's private office by the means of speaking tubes, so that little time is wasted in the transaction of the enormous amount of business

he has no personal acquaintance with the word "fail."

The National Journalist is free to predict for the *Mail* a future which is bound to be brilliant, and which must necessarily follow on the heels of honesty of purpose and great journalistic acumen. This is a prophesy founded not upon mere inspiration, but upon the logic of facts, and is therefore made with the utmost confidence.—
From The National Journalist.

THE MAIL has handsome and commodious quarters in New York at 48 and 49 Tribune Building, with S. C. Beckwith in charge as Sole Agent of Foreign Advertising.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES :

No. 10 Spruce Street, New York.

No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price: One Dollar a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS. 75 cents a line; \$150 a page; one-half page, \$75; one-fourth page, \$37.50. Twenty-five per cent additional for special positions—when granted. First and last page fifty per cent additional. Special Notices, Wants or For Sale, two lines or more, 75 cents a line. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

NEW YORK, JUNE 8, 1892.

\$500 NOW AND A LARGER AWARD IN OCTOBER.

About the time that Mr. Hazen, the Postmaster-General's third assistant, made his *faux pas*, selecting PRINTERS' INK as an object upon which he might make a public exhibition of his general incompetence, as well as his ignorance of the laws and regulations which govern the handling of second-class mail matter, the publishers of PRINTERS' INK made a public announcement of an award of \$500 for the best articles appearing in American newspapers dealing with the questions:

What constitutes a subscriber to a newspaper? What is a proper interpretation of the existing law on the subject? What changes, if any, should be made in the existing law?

Since the announcement was put forth hundreds, probably thousands, of editorials and communications have appeared in the newspapers of every section of the country, and of every shade of political conviction, dealing with the Post-Office outrage perpetrated upon the favorite trade journal, PRINTERS' INK, but among all of these only twenty-six were found to conform to the requirements specified for the awards. Six of these were decided to be superior. The awards have been made as follows:

H. G. Barnum received \$250 for an article entitled "The Post-Office a Business Enterprise," appearing in PRINTERS' INK of June 1.

Fred. M. Hopkins received \$50 for an article entitled "Needed Postal Reforms," published in the *New England Home*, Hartford, Conn., of May 21.

E. N. Carver received \$50 for an article entitled "What Is a Newspaper Subscriber?" published in the *Canton (Me.) Telephone* of February 25.

The publisher of the *Bayonne (N. J.) Times* received \$50 for an article entitled "What Constitutes a Subscriber?" appearing in his paper of February 11.

Allston C. Ladd received \$50 for his article entitled "Should Advertisers Receive the Same Postal Privileges as Publishers?" appearing in PRINTERS' INK of February 24.

The publisher of *Garden Notes*, East Sumner, Me., received \$50 for an article entitled "Three Newspaper Questions," appearing in his own paper for March.

It is interesting to note that the best and fullest account which has anywhere appeared of the high-handed act, by which Department clerks attempted to strangle a deserving enterprise, so far failed to consider the conditions set down for the awards as to exclude it from being considered in connection with them. This account was printed March 12 in the *Daily News*, of Chattanooga, Tenn.

It would appear that the specifications set down for the awards were not well chosen. It is, therefore, the intention of the publishers of PRINTERS' INK to shortly issue a volume which shall contain:

1st. The account of the outrage, as told in the *Chattanooga Times*.

2d. The five articles for which the awards were paid.

3d. The preposterous letter from the Post-Office Department which attempts to defend the ill-advised and wholly illegal acts of arbitrary power inaugurated by incompetent and irresponsible employees.

4th. The review of the preposterous letter from Mr. Wanamaker, by an attorney who has studied the law and is acquainted with the facts concerning the PRINTERS' INK case.

5th. Copies of letters of inquiry addressed to the Post-Office Department, and replies that do not make any pretence to being answers.

6th. An offer of a more liberal award for reviews of the case or references to it which shall appear before Oct. 15, or which have already appeared, dealing with the danger of an irresponsible censorship of the press, as illustrated in the case of PRINTERS' INK, or containing suggestions which shall make such outrages less frequent and injurious in the future.

7th. Scathing comments on the outrage, by leading newspaper men, business men and advertisers, and from officers of leading associations of editors and publishers in every section of the

United States, together with some from foreign countries.

This book will be ready in July, and be sent to any address for \$1, unless it shall be decided to publish the whole in a mammoth number of PRINTERS' INK. In the last case, of course, the edition will exceed 50,000 copies, and every subscriber to PRINTERS' INK will be furnished with it without additional charge.

Letters and suggestions are asked for and earnestly desired.

Address JOHN IRVING ROMER,
Editor of PRINTERS' INK.
10 Spruce St., New York.

ELIZABETHTON, Tenn., has only 750 inhabitants, yet it boasts of a great and flourishing newspaper, with 30,000 "legitimate" subscribers. It is called the *Watauga Valley News*, and the editor and publisher is Robert P. Porter, Superintendent of the Census. A Washington correspondent calls attention to the fact that it is entered as second-class matter, and intimates that it is "nothing more than a circular for the Co-operative Town Co.," of which Mr. Porter is president. This is unjust to Mr. Wanamaker, for it is well known that he is very strict in his rulings about newspapers, and his celebrated piety would prevent his being influenced by personal friendship or party affiliations. The firm stand taken by him in the case of PRINTERS' INK and of his own *Book News* shows the noble and consistent character of our Postmaster-General.

PRINTERS' INK acknowledges with many thanks the liberal advertising orders received in response to its expressed desire to have the paper fill out forty pages and become self-supporting, in spite of Post-Office persecution.

ON page 755 of this week's issue of PRINTERS' INK appears a facsimile of the following letter from Gen. J. S. Clarkson, Chairman of the Republican National Committee:

HEADQUARTERS
REPUBLICAN NATIONAL COMMITTEE,
PLAZA HOTEL, NEW YORK CITY,
May 28, 1892.

Messrs. Geo. P. Rowell & Co.

GENTLEMEN—I can frankly answer your inquiry by saying that in my judgment PRINTERS' INK is entitled to circulation in the U. S. mails as second-class matter.

The fact that nearly all the papers in the country defend its right to these privileges is an added and very strong reason in support of my view. The newspapers, both from self-

interest and a sense of public duty, vigilantly guard the mails from its burden of unworthy matter, and are always sensitive besides to the privileges accorded by the Government to legitimate publications.

In my opinion they are right as to PRINTERS' INK.

Sincerely yours,
J. S. CLARKSON.

Mr. Clarkson long filled a position of the highest importance in the Post-Office, and knows what he is talking about when he indorses the right of PRINTERS' INK to the second-class mails.

We have the following letter of inquiry from the president of a land company in Florida:

THE FLORIDA DEVELOPMENT CO.,
O. M. Crosby, President.
AVON PARK, Fla., May 26, 1892.

Editor of PRINTERS' INK:

I enclose stamp for PRINTERS' INK, JR. I too am a sufferer to the tune of \$45 per month by the adverse ruling of the P. O. Department, as I publish 5,000 *Florida Home-Seekers* per month on which I should pay but \$5 postage, but it costs me \$50. The crime? I am president of the Development Co., and through advertising in Northern papers and magazines I get subscribers; and am also interested in redeeming this township of thirty-six square miles from a wilderness, and must needs be punished, for it is wicked (?) to run a hotel, saw-mill, or sell land, and also edit a paper.

Of course, now I do not attempt to keep within the law, but get the worth of my extra postage expense in printing what I please. I mail you a copy. Very truly,

O. M. CROSBY.

Mr. Crosby might find it of advantage to communicate with the Superintendent of the Census, Hon. Robert P. Porter, Washington, D. C., who is also president of the Co-operative Land Company, of Elizabethton, Tenn., and editor and publisher of a weekly paper issued there, having 30,000 subscribers, although the town has only 750 inhabitants. Mr. Porter's paper and his land enterprise seem to be similar to that of our Florida friend, and as his paper is admitted to the mails as second-class matter, we advise Mr. Crosby to address a fraternal letter to him. No doubt Mr. Porter will be glad to lend a helping hand to a comrade in distress, and it is apparent that all Mr. Crosby needs just now is—a "pull."

AMERICAN newspaper men are reminded that PRINTERS' INK now has a considerable circulation among English advertisers.

MR. ROOSEVELT has done a public service in showing up Postmaster-General Wanamaker as the falsifier that he is.—*Evening Post, New York.*

EX-SPEAKER REED HEARS OF "PRINTERS' INK."

Washington Correspondence of Buffalo Enquirer.

Tom Reed picked a postal card out of his mail, glanced at it and dropped it in two pieces in the waste paper basket.

"This PRINTERS' INK crusade against Wanamaker is getting tiresome," said he. "My mail is full of it."

In its bitter fight against Postmaster John Wanamaker the weekly trade journal, PRINTERS' INK, has at least succeeded in making itself a by-word among the Congressmen. By a decision of the Postmaster-General PRINTERS' INK is deprived of the privileges of a trade journal, as he holds it to be a periodical devoted to the advertisement of one firm only, that of George P. Rowell & Co., and not a journal having paid subscribers. This decision costs the publishers of that journal ten times as much for postage as it would otherwise pay, and for months it has been waging war on Wanamaker in every possible way. General opinion is against the Postmaster-General, because, although his opinion may be technically right, it is well known that the *Book News*, a journal published by John Wanamaker & Co., of Philadelphia, and devoted to the advertising of books sold by that firm, enjoys all the privileges of the low postage rate extended to trade journals.

A FAVORITE FIELD FOR FAKIRS.

From the Boston Weekly Journalist.

Blackmailers, blackguards, supers, and confidence men, all ply their trade under the guise of newspaper men. Probably no one profession suffers so much from their attacks as that of the working journalist. The craft as a whole is given a bad name, and every newspaper man comes to be looked upon as being more or less of a "fakir."

Some means of relief should be devised.

SHOULD BEGIN AT HOME.

From the St. Louis Republic.

An esteemed religious contemporary—which, by the way, publishes a large number of secular advertisements to influence Sunday meditations—is urging ministers of its denomination to hammer harder on the "secular Sunday newspaper."

NOSTRAND'S FASHION LIST. 11 Leaders. Ask rate. F. W. NOSTRAND, Tribune Bldg., N.Y.
NOVELTIES for Publishers and Novelty Dealers. P. O. Box 3046, Boston. Send for Catalogue.

AGENTS' NAMES. New Ones. 1000 for 25c. Western Mail Agency, St. Louis, Mo.

GIBB BROS. & MORAN PRINTERS
46-51 Rose St., N. Y.

PIANOS, ORGANS, in exchange for space. Dan'l F. Beatty, Wash'gton, N. J.

PATENTS W. T. FITZGERALD, Washington, D. C. 44-page Book FREE.

BOSTON. I manage adv. for Pray & Co., Dyer, Rice & Co., etc. Other such clients wanted. A. E. SPROUL, 668 Wash'ton St.

WOOD ENGRAVING PETRI & PELS
SEND SET STAMP NEW YORK.

12 For A Nickel STEEL PENS SPENCERIAN 810 B'way, N. Y.

\$1.35 WE will engrave a copper plate and print 100 visiting cards for \$1.35. Postage prepaid. Satisfaction guaranteed. BELLMAN BROS., Toledo, O. Samples, 4c.

PUBLIC OPINION

Always pays Advertisers.
Washington. New York.

MY

Cartoon-Portrait proposition will interest every live editor and please the most economical. Proof free.
CHAS. W. HARPER, Columbus, O.

THE EVENING JOURNAL,

JERSEY CITY, N. J. Circulation, 15,500.

Advertisers say it pays.

WORLD'S FAIR BUILDING CUTS

FOR SALE BY
J. MANZ & Co.,
ENGRAVERS,
183-7 Monroe St., Chicago.

Kate Field's Washington,

Is read by intelligent people who pay their bills. Are these the people you want to reach when you advertise?
Washington, D. C.

Do You Want Agents?

I have sent so far to 35,000 post-offices for the names of Agents for my own use. Will exchange for job printing, typewriter, safe, bicycle or job press. Send for particulars.
J. SMEAD, Vineland, N. J.

"WHEN" A RARE BOOK FOR MEN.

Mailed Secure. 10 Cents Silver
P. O. Box 108. Or Six 2 Cent Stamps.
NEW HAVEN, CONN.

\$30.00 Per Day our agents make taking advertisements from leading firms for our "Guest Call" which is put into hotels FREE. Write for an agency. You don't need experience to make big money working for the Electric Guest Call Company, Minneapolis, Minnesota.

San Francisco Bulletin.

Established 1855.

Largest Evening Circulation in California.
High character, pure tone,
FAMILY NEWSPAPER.



PUBLISHERS DESIRING BICYCLES

For themselves, employees or for use as premiums can procure same from us on favorable terms, and pay part cash and the balance in advertising. We handle all makes, new and second-hand, and sell every where. Catalogue and terms free.
ROUSE, HAZARD & CO., 2 X Street, Peoria, Ill.

Dodd's Advertising Agency, Boston, or
265 Washington Street.

Send for Estimate.

RELIABLE DEALING CAREFUL SERVICE.
LOW ESTIMATES.



PUBLISHED MONTHLY.

Circulation, 80,000.

Proved by P. O. receipts.

50 CENTS PER AGATE LINE.

New York Office: TIMES BUILDING.

THOMAS H. CHILD, Manager.

To Those Who Don't Know:

I write ads; don't draw them. Haven't a picture gallery, and don't send samples around for people to choose from. What you get from me is strictly original, and for yourself alone. You pay only for what you get. **E. A. WHEATLEY,**
Chicago, Ill.



"My argument is clear. 19,000 publications in this country to choose from. Advertisers must be equal to the occasion. You must select your medium on basis of constituency, circulation, and rates. That's it in a nutshell. Now, then, my experience places at the head of paying mediums

Bruce the publisher, 150 Nassau St., New York city. **School Board Journal** It's no experiment."

We Conduct **NEWSPAPER** ADVERTISING Agency.

WE GIVE TO ALL CUSTOMERS

Judicious Selections, Experienced Assistance, Prompt Transactions, Low Prices. **ADVERTISE IN THE J. L. STACK & CO. SUCCESSFULLY** Conspicuous Positions, Unbiased Opinions, And Confidential Service.

CONTINUOUS ADVERTISING BRINGS SUCCESS! ADVERTISEMENTS DESIGNED, PROOFS SHOWN AND ESTIMATES OF COST IN ANY NEWSPAPER FURNISHED FREE OF CHARGE.

J. L. STACK & CO., ST. PAUL, MINN.

We Don't

run advertising as editorial matter. Cheap papers, that have no reputation at stake, can do it. Papers with a name and a character can't afford to do it. They don't. Intelligent readers won't be deceived by advertising under the disguise of editorial matter. Cheap papers satisfy cheap people, but The Rural New-Yorker is the only farm paper that satisfies intelligent, progressive, discriminating farmers. The reason for this sticks out all over every number. We will send you a copy, if you ask for it.

THE RURAL PUBLISHING CO.,
Times Building, New York.

These are the only papers in their respective denominations in this field. There is much wealth in these denominations. In existence from 15 to 66 years, these papers have gained the confidence of their readers so implicitly that the appearance of an advertisement in their columns gains for it trusted consideration in over 260,000 prosperous homes.

A general advertiser needs these papers to cover this field in the best way at the least outlay.

Put Them On Your List

Ask us to tell you more about them

Sunday School Times.
PHILADELPHIA.
Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger.
Episcopal Recorder.
Christian Instructor.
Christian Recorder.
Lutheran.
Presbyterian Observer.



Over 260,000 Copies Religious Press Association Phila

"Not Only How Much, But Where?"

is the question advertisers should consider with reference to a paper's circulation.

Quality is good and quantity is good. In reaching investors and purchasers of high class goods

Quality is imperative.

THE BANKER AND TRADESMAN, OF BOSTON,

Reaches 15,000

Business Men Weekly,

including Bankers, Lawyers, Corporations, &c., throughout New England.

Send for sample copy and advertising rates.

BANKER & TRADESMAN,
220 Devonshire St., Boston.

**WE DON'T
COVER THE EARTH
BUT WE DO CLAIM TO
COVER A SMALL
portion very thoroughly.**

THE FARMER'S RECORD

MUNCIE, IND.,
Published Twice a Month,
Reaches 21,000 Homes
each issue.

Rates, 12 cents per agate line.

You may have sample copies and
discounts for the asking.

Space at the agencies, or
RECORD PUBLISHING CO.,
Muncie, Ind.

**Advertising
That Yields
Big Returns.**

THE Sunday Mercury

NEW YORK.

CIRCULATION.

Feb. 7.....	108,121	Mch. 20.....	109,319
" 14.....	108,915	" 27.....	109,206
" 21.....	108,975	Apr. 3.....	108,697
" 28.....	109,215	" 10.....	108,542
Mch. 6.....	109,405	" 17.....	108,301
" 13.....	109,008	" 24.....	109,521

Average..... **108,935.**

RATES, MAY 1, 1892.

General—8th Page.....	\$.25
" —Inside Pages.....	.35
Special Notices.....	.35
Medical.....	.40
Business Notices.....	.50
Local Miscellany.....	.50
Reading Notices.....	1.00

THE MERCURY does not set up the usual claim of being the best medium. Its broad circulation, city and country, and its high standard of excellence guarantee large returns from the amount invested in its advertising columns. When placing future business bear THE MERCURY in mind.

THE MERCURY, NEW YORK.

The Hearthstone

Circulated 1,161,100
copies last 6 mos.

The Hearthstone

Proves Circulation by
Paper Bills.

The Hearthstone

Proves Circulation by
Printer's Affidavit.

The Hearthstone

Proves Circulation by
Mailer's Affidavit.

The Hearthstone

Proves Circulation by
P. O. Receipts.

The Hearthstone

Invites investigation
at any time.

The Hearthstone

Has paid, does pay,
will pay advertisers.

The Hearthstone

Circulates in every
county in the United
States.

The Hearthstone

A Story Paper—Il-
lustrated—Monthly.

The Hearthstone

A Nickle a Number
—a quarter a year.

The Hearthstone

Regular Circulation
over 100,000.

The Hearthstone

Sixty Cents a line—
advance July 1, '92.

The Hearthstone

Second year—Send
for sample copy.

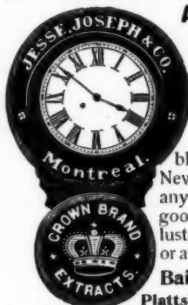
The Hearthstone

Office, 285 Broadway,
New York.

See It Grow.

May 16th, the subscription list of **SUCCESS WITH FLOWERS** numbered 47,398; entirely devoted to Floriculture; **SUCCESS WITH FLOWERS** is destined for a great national circulation. The first edition for July will exceed 50,000 copies. Published by

THE DINGEE & CONARD CO.,
WEST GROVE, PA.



Advertising Clocks.

LARGE SIZE.
Handsome appearance.

Warranted.
Good. Suitable for Clothiers, Newspapers, and any special brand goods. Write for Illustrated Price List or any information.

Baird Clock Co.
Plattsburgh, N. Y.

Test Allen's Lists

IN THE

Summer Months.

This is not an ordinary invitation. It is not common for publishers to invite and court a test in the dull season. We are confident that the majority of those who thus test Allen's Lists will join the

**Triumphant
Two Hundred,**

who always remain in them on annual contracts. They are America's shrewdest and most successful advertisers. They cannot be kept out of Allen's Lists at any season, though in the dull season their ads. largely drop out of other mediums.

Test Allen's Lists In July and August,

the very depth of the dull season; then you will know how strong they are. You will never know how strong and powerful they are until you have been in them in the dull season. If you test them this year, there's no time to lose, as the July forms close June 18th, sharp.

E. C. ALLEN & CO.,
PROPRIETORS,
AUGUSTA, - - MAINE.

HOME-MAKER MAGAZINE; new management, the only organ of the "Woman's Federated Clubs," the strongest organization of influential women known. Send for copy the new **HOME-MAKER** and advertising rates. 44 E. 14th St., N. Y.

SEWING MACHINE



How to Make RUBBER STAMPS.

Use Latest Improved Process
and a New York Vulcanizer. Circ-
ulars free. **BARTON MFG. CO.,**
338 Broadway, New York.

Illustrations FOR Advertisers

**\$1.00
EACH.**

Specimen Sheets forwarded upon
receipt of stamp.

**THE GEO. P. ROWELL
ADVERTISING CO.,**
10 SPRUCE ST., NEW YORK.

Success * Succeeds!

The

National Stockman and Farmer

Pittsburgh, Pa., and Buffalo, N. Y.,

**Is the former and
does the latter.**

ITS net cash advertising business for the first FIVE MONTHS of 1892 exceeded the first EIGHT MONTHS of 1891 by \$2,062.50, and with no advance in rates.

As compared with former years the business of these five months exceeded the entire year of 1889 by \$917.76, and exceeded the year of 1887 by \$9,805.71.

**NO Booms!
Slide Ads!**

But a steady growth in extent and quality of both circulation and advertising patronage.

**NO Special Issues!
Special Rates!**

Circulation larger and better than any other agricultural weekly.

RATES: Thirty cents per line, or \$1.20 per inch. Discounts from 10 to 33-1/3 per cent on time or space contracts.

Trade is a small but good field.
Men are seeking side lines.
TIMES reaches and covers the field.

TESTIMONIAL

OF

W. L. DOUGLASShoe Manufacturer,
BROCKTON, MASS.**CHICAGO NEWSPAPER UNION:**

Gentlemen—We have used your Lists in advertising Douglas Shoes, and as far as we are able to judge, the result has been satisfactory.

Yours truly,

W. L. DOUGLAS, per M.

For Catalogue of

THE CHICAGO NEWSPAPER UNION,Address—93 So. Jefferson St., CHICAGO, ILL., or
10 Spruce St., NEW YORK.

The Christian Advocate.

Official weekly metropolitan newspaper of "The Methodist Episcopal Church." Circulation, over 50,000 guaranteed. We invite correspondence from advertisers who would like to reach our people, and whose advertisements would be appropriate for a religious family journal. Address HUNT & EATON, Publishers, 150 Fifth Ave., Cor. 20th St., New York.

THE SPLENDID FOURTH OF JULY NUMBER

OF

THE NEW YORK LEDGER,

With Beautiful Illuminated Cover, and containing the commencement of a new serial story by Colonel THOMAS W. KNOX, the well-known author and traveller, entitled "Siberian Exiles," and much patriotic and historical matter, will go to press on Saturday, June 11th. Orders and Copy should be sent at once to secure insertion, as the space is limited. **The edition will be very largely increased, but advertising rates are as usual.** Address

EDWARD P. CONE, Advertising Manager,
Cor. Spruce and William Streets, New York City.

The Evening Wisconsin.

THE MILWAUKEE EVENING WISCONSIN is compelled to use two Perfecting Presses to print its daily circulation, one press being sufficient to print the circulation of every other Milwaukee daily paper, and it is all they have. CHAS. H. EDDY, Eastern Agent, 10 Spruce St., New York. CRAMER, AIKENS & CRAMER, Milwaukee, Wis.

OUT-DOOR DISPLAY.

The GUNNING COMPANY'S Art Advertising Service;

THE WORLD'S FAIR BULLETINS

throughout Chicago are an advanced idea and a grand success. Write for estimates on a demonstration before

A MILLION READERS A DAY.

THE R. J. GUNNING CO., Advertisers, Gunning Bldg., Chicago.

NEWSPAPER MEN**SEED GROWERS****COFFEE ROASTERS.****SOAP MAKERS****SPICE GRINDERS.****BAKING POWDER MANUFACTURERS.**

Are getting

FINE

Goods for

PREMIUM USE .

FROM US.

Send for

*Illustrated Catalogue.***NET PRICES
ARE IN IT.**

EMPIRE PUB. CO., 146-148 Worth St., N. Y.

You can Reach **25,000** Readers in the
Garden Spot of Pennsylvania,
BY USING THE

Chester  Times

SEE THAT IT IS ON YOUR LIST.

A Paper with a Known Circulation.

WALLACE & SPROUL, Chester, Pa.

WE HAVE NO BARGAINS—

No space for sale; no special lists. We let the advertisers select the mediums. Give them the lowest prices. And the benefit of our experience—if they want it.

Help them win the battle by preparing attractive copy. Interesting particulars on application.

THE ROBINSON-BAKER
ADVERTISING BUREAU,
107, Pulitzer Building,
NEW YORK.

AD-SMITHS.

Keystone List.

FOR A CHECK WITH ORDER FOR \$20.00,

10 Lines will be inserted **4 weeks**
in the **ENTIRE LIST** of **150 Weekly Papers.**

Offer holds good until August 1.

List will be mailed.

B. L. CRANS, 10 Spruce Street, New York.



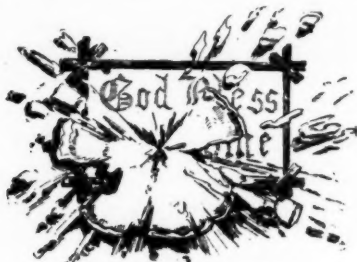
"WHEN THE TRAIN GOES BY."

This unique illustration is reduced from the original which appeared in THE ENGRAVER AND PRINTER, a monthly magazine of progress in illustration, Boston, Mass. Send 10 two-cent stamps for the issue containing the frontispiece "Good-Night," one of the finest examples of American half-tone engraving.

THE ENGRAVER AND PRINTER, Boston, Mass.

More About Pie.

THE other day a young couple down in Maine had a dispute over a home-made custard pie. Here is the way it ended:—



(From COMFORT for May, 1892.)

Every one familiar with the inside workings of the family pie-foundry knows that "newly-married" pies are a good deal like the circulations claimed for certain newspapers—hard to swallow. There are exceptions. COMFORT is one of them. The man whose advertisement appears in its columns has his finger in the most palatable, profitable, prosperity-promoting pie ever published. As to circulation—

"Over a million every issue guaranteed and proved."

Circulationally speaking, COMFORT is the only millionaire on earth. Advertising space at the Agencies, or of The Gannett & Morse Concern, Publishers, Augusta, Me.; New York Agent, W. T. Perkins, 23 Park Row.

How Does the Typographical Appearance of Printers' Ink Strike You? - - - -

We are prepared to give equal
Attention to all outside work
Entrusted to us. - - - -

Some idea of the extent and variety of our Display and Body Type can be obtained from any issue of PRINTERS' INK. Our mechanical facilities are equal to any contract we may undertake. We are located within easy reach of the business men of New York, who have no time to waste, and who can appreciate quick and good Printing at short notice and at reasonable prices. Give us a call.

Real Estate Display Ads. a Speciality.

PRINTERS' INK PRESS,

WM. JOHNSTON, Manager,

No. 8 Spruce Street, - - - New York.

Beat This If You Can !

He invested, - - - - - \$2.52
 Received Cash Orders, - - \$157.00

Lancaster, Mass., April 14, 1892.

Messrs. I. S. Johnson & Co.: It pays to advertise in the FARM-POULTRY. My small inch ad. of Leg Bands has brought me sales of over 5,000 bands, and from all parts of the country. My seven-line ad. in three months brought me orders to the amount of \$157.00. Cost of ad. for three months \$2.52 on my yearly contract.

Yours truly,

[Signed.]

C. H. LATHAM.

Not Less than 30,000 Past Six Months.

Owing to the size of our editions, forms for FARM-POULTRY must close 15th of the month preceding month of issue. FIRST COME, FIRST SERVED. So send along your copy early and secure a good place.



There is nothing which will boom business like beginning the season with a good hard hit, and there is no better way to hit the public hard for next season than to have an attractive advertisement in our September issue, of which as many as a million copies may be issued. We guarantee and will prove that over six hundred thousand have been mailed. Rates for this is-

sue, three dollars per agate line, or less than half a cent a line per thousand circulation. No extra charge to yearly advertisers for this or other special issues. Forms for September close July first. The Mayflower, Floral Park, N. Y.

Southwestern Presbyterian, NEW ORLEANS.

Mind You :

Southwestern—That refers to the States of our Union.

Presbyterian—That infers wealth and intelligence of a community.

Circulation :

The item above shows you where, and gives you the class, our patrons are; and must be considered. Newspapers in the South do not have circulations complementary to the territory they cover, in comparison to the North. Thus, we have a large circulation in each of the six Southwestern Synods, comprising the States of Alabama, Florida, Tennessee, Mississippi, Louisiana and Texas; the total number of communicants in this field is over 54,000, yet our circulation, weekly, is scarcely one-tenth of this. But we are growing constantly, by hard pushing.

Prices :

Our advertising rates have not been raised since we had a circulation of 3,000, while the price of yearly subscription has been reduced from \$3 to \$2.

Age :

Established in 1869, we are well known and have the respect of those to whom we are known. Owned by the Synod of Mississippi, and published under the supervision of a Board of Trustees of eminent divines and elders, the paper commands increased respect over that any private enterprise would.

Wanted :

Reputable advertising is desired and all honorable advertising agents will give terms; or we will deal with our patrons direct. In either instance we strive to make the business you give us pay you.

Location :

Published in NEW ORLEANS, La., the metropolis of the South, we have waked up the past year or two and are pressing forward. Thirteen Presbyterian churches in New Orleans with over 3,000 members; we see them all every week, with a city circulation of nearly 1,000, but our main circulation is beyond New Orleans, as shown.



Ripans Tabules CURE

HEADACHE

Act like magic on the vital organs; tone up the liver, restore the complexion, bring back the bloom of health and the appetite of youth.

Six bottles for 75 cents.

Twenty-four for Two Dollars.

Sample bottle 15 cents.

ALL DRUGGISTS.

Home Circulation.

THE NEW HAVEN NEWS

The Family Paper

—OF—

SOUTHERN CONNECTICUT

LARGEST

DELIVERED

CIRCULATION

IN THE ENTIRE STATE.

The New Haven News,

Every Day Except Sunday.

Conservative. Clean. Independent.

 **Cut This Out** 
AND PASTE IN YOUR RATE BOOK.

CHICAGO DAILY GLOBE

DAILY AND SUNDAY.

Guaranteed Circulation { **40,000 Daily.**
56,000 Sunday.

THE CHICAGO DAILY GLOBE

stands third among its contemporaries in point of Circulation and Advertising Patronage.

The Popular 2c. Morning Paper of Chicago.

RATES FOR ADVERTISING.

Basis of Measurement, Agate.....14 lines to the inch.
 Display, - - - - - 15 cents a line.
 Business Notices, - - - - - 40 " "
 Reading Notices, - - - - - 75 " "

No extra charge for display type or electros.

DISCOUNTS.

30 insertions, - - - - - 10 per cent.
 90 " - - - - - 15 "
 180 " - - - - - 20 "
 365 " - - - - - 30 "

20 per cent additional for position; 20 per cent additional for two or more columns in width.

GENERAL AGENT:

FRANK S. GRAY,

12 TRIBUNE BLDG.,
 NEW YORK.

THE ATLANTA Journal



BEST AD · BRIGHTEST ·

AFTERNOON · PAPER ·

OF THE · SOUTH ·

CIRCULATION ·

· DAILY · AVERAGE · 17,668 ·
· WEEKLY · AVERAGE · 25,845 ·

S. C. BECKWITH ·

· SOLE AGENT FOR FOREIGN ADVERTISING ·

· 48 TRIBUNE BUILDING · NEW YORK ·

· 509 THE ROOKERY · CHICAGO ·

ROWELL & CO. NEW YORK

THE PHILADELPHIA ITEM



LEADS ALL COMPETITORS

Look!
Examine!
Investigate!

Sworn
Average
Circulation.

Daily, 182,497

Sunday, 183,676

Weekly, 43,415

Total per Week, 1,322,073

Banner Paper of America

If you wish to send a message to General Miles or General Howard or to the GENERAL PUBLIC of Philadelphia, South Jersey and Delaware, THE ITEM will convey it without relay or delay. Try it.

S. C. BECKWITH,

SOLE AGENT FOR FOREIGN ADVERTISING,

CHICAGO, 509 "The Rookery."

48 Tribune Building, NEW YORK.

STRONG POINTS

OLDEST IN
AMERICA

FOR

LARGE COLORED
MAPS

- - THE - -

A B C PATHFINDER RAILWAY GUIDE

For
wealth
and
intelligence
New
England
is the
Garden
of
America.

Issued monthly since July 1st, 1849, is the ONLY Guide in general use in New England, New York State and Canada. The July number will contain the complete SUMMER TIME-TABLES of the Stage, Steamer and Rail Lines to the shady nooks and corners of Eastern Summer Resorts. Protect yourself from the mosquitoes of delay and the black flies of disappointment with a copy, which will be mailed to any address for 25 cents in stamps.

Shrewd
Advertisers
plant
their
\$\$
in
rich,
cultivated
soil.
It pays.

N. E. WEEKS, - MANAGER,
67 Federal St., Boston, Mass.

SIMPLE
AS A B C



OFFICIAL
INFORMATION

TOURISTS

- AND -

ADVERTISERS.



Average Weekly Circulation for APRIL, 1892:

403,800 COPIES WEEKLY.

Average Weekly Circulation for Jan., Feb. and March, 1892:

403,548 COPIES WEEKLY.

BOYCE'S LIST of Big Weeklies

The Saturday Blade.
The Chicago Ledger.
The Chicago World.



W. D. BOYCE BUILDING,
CHICAGO, ILL.

From the Chicago Evening Journal.

The phenomenal success which has attended W. D. Boyce's venture in the field of weekly journalism is to find expression in one of the most artistic and substantial structures which adorn Chicago's streets. The *Journal* publishes herewith a cut of the Boyce building, which is now being built at 112-114 Dearborn street, corner of Calhoun place. The building will be twelve stories high to the gable, with two stories in the gable. It will have light on three sides. The outside walls will be exclusively of plain and ornamental terra cotta; the inside finish will be of mahogany, marble, mirrors, metal and mosaics. The elevators will be electric, as, of course, will be the lighting. Mr. Boyce will occupy five entire floors, and the others will be fitted up especially for newspaper correspondents, representatives of the press and advertising agencies. The Chas. Fuller Advertising Agency have leased a whole floor, and A. Frank Richardson, a corner suite of three large rooms already. The building will be kept open and elevators run day, all night and Sunday; it will never be closed. The building will cost \$300,000.

I was the first publisher to **PROVE** Circulation. I am the only publisher that discontinues any contract at any time at pro rata rate. I was the first publisher to have a straight rate; no discount for time or space. **BLADE**, \$1.00 per line; **LEDGER**, 50 cents per line; **WORLD**, 30 cents per line. The three papers, \$1.60 per line. Space direct or through the agencies.

W. D. BOYCE, Chicago, Ill.

NEW YORK

IS
America's Greatest City.

Its Street Cars carried, in 1891,
over 234,000,000 passengers.

THE BEST LINES

that have advertising in them are : 6th Avenue,
3d Avenue, 8th Street, 125th St., Cable, Broad-
way & Bleecker Street and Central Crosstown
lines on 14th St.

In Brooklyn : DeKalb & Franklin Aves.

ADVERTISING IN

Full Time Cars sold only, and all above lines

CONTROLLED BY

CARLETON & KISSAM,

Times Building,
NEW YORK.

50 Bromfield St.,
BOSTON.

ALSO ALL THE CARS IN THE CITIES OF

Newark, Paterson and Elizabeth, N. J.

"Most Important Paper in California outside of

San Francisco"

SACRAMENTO RECORD-UNION

Only Morning Paper Published at the State Capital.

OLD! LONG ESTABLISHED! VALUABLE!

Daily, - - 7,500

Weekly, - - 10,000

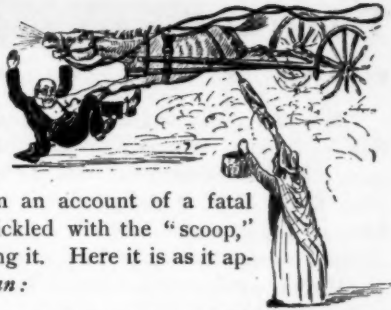
"That old, reliable, and in every respect first-class newspaper."

GEO. P. ROWELL & CO.

S. C. BECKWITH
 SOLE AGENT FOR THE UNITED STATES EAST OF THE
 ROCKY MOUNTAINS
 509 THE ROOKERY CHICAGO
 48 TRIBUNE BUILDING NEW YORK

Mr. Bloke's "Scoop."

When Mark Twain got his first position as a sub-editor, his cronies used to swell his record by giving him exclusive news. One night his friend Bloke brought in an account of a fatal smash-up, and Mark, tickled with the "scoop," sent it up without reading it. Here it is as it appeared in *The Californian*:



DISTRESSING ACCIDENT.—Last evening, about six o'clock, as Mr. William Schuyler, an old and respectable citizen of South Park, was leaving his residence to go down town, as has been his usual custom for many years, with the exception of only a short interval in the spring of 1850, during which he was confined to his bed by injuries received in attempting to stop a runaway horse by thoughtlessly placing himself in its way and throwing up his hands and shouting, which if he had done so even a single moment sooner, must inevitably have frightened the animal still more instead of checking its speed, although disastrous enough to himself as it was, and rendered more melancholy and distressing by reason of the presence of his wife's mother, who was there and saw the sad occurrence, notwithstanding it is at least likely, though not necessarily so, that she should be recognizing in another direction when incidents occur, not being vivacious and on the look out, as a general thing, but even the reverse, as her own mother is said to have stated, who is no more, but died in the full hope of a glorious resurrection, upwards of three years ago, aged eighty-six, being a Christian woman and without guile, as it were, or property, in consequence of the fire of 1849, which destroyed every single thing she had in the world. But such is life. Let us all take warning by this solemn occurrence, and let us endeavor so to conduct ourselves that when we come to die we can do it. Let us place our hands upon our heart, and say with earnestness and sincerity that from this day forth we will beware of the intoxicating bowl.

All day the people read that "item," scratched their heads and wondered what happened to good Mr. Schuyler. The chief editor kicked the furniture and swore, and Mark took to the woods.

Mr. Bloke, you see, got mixed and forgot what he was driving at. Some advertising is that way. It wanders, loses its effect, and the advertiser never seems to realize a clean-up. What is needed is a medium that goes direct, strikes home, has no waste circulation and brings in game.

Cleveland World

IS A GAMEY NEWSPAPER.

36,037 } Sunday, } A Live
Daily } 22,504 } Paper.

It's the great evening daily of Cleveland, that wealthy rival of Cincinnati, with its nearly 300,000 intelligent, well-to-do and busy people. Bright and breezy, clean and prosperous, it is the leading evening newspaper for that great middle empire between New York and Chicago.

Shrewd and great advertisers use it, for it

Brings in Game.

WORLD PUBLISHING CO., Cleveland, O.

B. F. BOWER, General Manager.

S. C. BECKWITH,

Sole Agent for
Foreign Advertising,

509 "The Rookery," CHICAGO.

48 Tribune Building, NEW YORK.

THE PLAIN TRUTH TELLS.

Telegram

ELMIRA.

Put your index finger on the centre of the great State of New York, with its nearly seven millions of people, and, behold, it marks Chemung Co., midway between the Catskills and Lake Erie. Here, at the junction of four trunk railroads, is Elmira—a prosperous city of 40,000. A hundred populous villages surround this inland centre of trade.

Here is published the **Elmira Telegram**, that great weekly having a Known Circulation of 170,000. It is a newsy, aggressive, original family newspaper—just the kind to command the respect of the 170,000 homes where it is so eagerly and thoughtfully read during the welcome Sunday rest. Think of it,

170,000.

A. FRANK RICHARDSON,

Tribune Building, New York. | Chamber of Commerce, Chicago.

**IN
TOUCH
with Clubs and
Clubmen of America.**

“The CLUB”

is a Swell Monthly Magazine devoted to the interests of Clubmen and Women and circulating in every high-class Club in America, Europe,

and the *HOMES* of clubmen.

Readers of “THE CLUB” have plenty of money to spend, and are able to buy \$2,000 Pianos as easy as \$8 Hats, or \$3 Neckties.

Advertisers who sell articles generally used by Clubmen and Women, will do well to try “THE CLUB,” a swell medium, because every reader,

AND THERE ARE OVER 500,000 OF THEM,
is a probable customer.

THE CLUB CO., 15 Tribune Building, New York.

A. FRANK RICHARDSON, PUBLISHER.